

The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, APRIL 23, 1926

INSUR LAR.

Of Course Size is a Factor!

¶ A man entering the field of Life Insurance selling naturally takes into account the size of the company he is contemplating affiliating with.

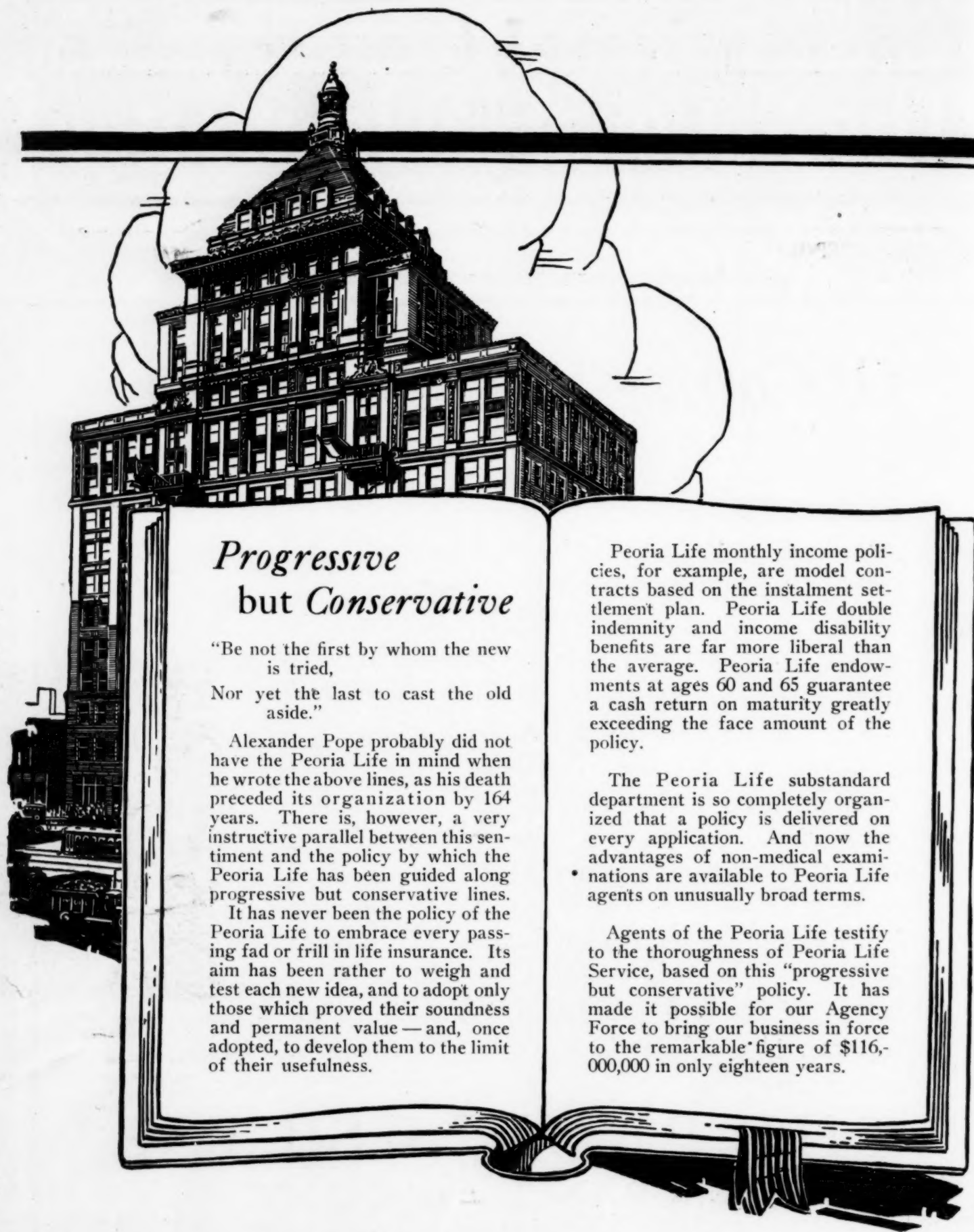
¶ It would be a foolhardy man, indeed, who gave no consideration to size as a factor in the selection of a company to represent. The ideal Life Insurance institution is neither too large nor too small. By that we mean that the ideal company should be large enough for security, capacity and ability to write many forms, and small enough to maintain personal contact and interest in the agent.

*We believe that the Peoples
Life is such a company—
let us tell you why—address*

E. J. Cotter
Supt. of Agents

Home Office, Chicago, Illinois

THE PEOPLES LIFE
INSURANCE COMPANY
ILLINOIS



Progressive but Conservative

"Be not the first by whom the new
is tried,
Nor yet the last to cast the old
aside."

Alexander Pope probably did not have the Peoria Life in mind when he wrote the above lines, as his death preceded its organization by 164 years. There is, however, a very instructive parallel between this sentiment and the policy by which the Peoria Life has been guided along progressive but conservative lines.

It has never been the policy of the Peoria Life to embrace every passing fad or frill in life insurance. Its aim has been rather to weigh and test each new idea, and to adopt only those which proved their soundness and permanent value — and, once adopted, to develop them to the limit of their usefulness.

Peoria Life monthly income policies, for example, are model contracts based on the instalment settlement plan. Peoria Life double indemnity and income disability benefits are far more liberal than the average. Peoria Life endowments at ages 60 and 65 guarantee a cash return on maturity greatly exceeding the face amount of the policy.

The Peoria Life substandard department is so completely organized that a policy is delivered on every application. And now the advantages of non-medical examinations are available to Peoria Life agents on unusually broad terms.

Agents of the Peoria Life testify to the thoroughness of Peoria Life Service, based on this "progressive but conservative" policy. It has made it possible for our Agency Force to bring our business in force to the remarkable figure of \$116,000,000 in only eighteen years.

Peoria Life Insurance Company

PEORIA, ILLINOIS

The National Underwriter

LIFE INSURANCE EDITION

Thirtieth Year, No. 17

CHICAGO, CINCINNATI, AND NEW YORK, FRIDAY, APRIL 23, 1926

\$3.00 Per Year, 15 Cents a Copy

MUCH COMMENT MADE ON MR. BEHA'S REPORT

**Officials Do Not Relish State
Being Represented on the
Board**

TOO MUCH POLITICS SEEN

**Recommendation May Deter Companies
from Taking Steps to Go on a
Mutual Basis**

NEW YORK, Apr. 22.—Life company officials are commenting on the annual report of Insurance Superintendent Beha of the New York department to the legislature in which he again repeats his suggestion that the state should have a representative on the board of every mutual life company. Mr. Beha in his recommendations declares that it is apparent to anyone familiar with the business that it is impossible for the policyholders to have any real voice in the election of management of their companies. He cites the fact that there are four mutual life companies in New York with policyholders in excess of 1,000,000. One has approximately 2,000,000 policyholders and one over 4,000,000, exclusive of its 20,000,000 industrial policyholders.

Dominated By Strong Individual

Commenting further he said, "The result is that we have in the management of the four companies for all practical purposes, a management by one or two strong individuals in each company whose will is law so far as these companies are concerned. An autocratic form of government is undoubtedly a good form of government when the autocrat has the requisite ability and conscientious sense of responsibility, but such form of government does not harmonize with our American ideals. While to a great extent the examinations of the department attempt to disclose the salient facts relating to a company's management, the broad policy of a company, the management's viewpoint as to its responsibilities to its millions of policyholders, cannot, in my opinion, be brought into complete harmony with the viewpoint of the state unless the state has a representative on the board."

May Deter Mutualization

Officials wonder whether such sentiment will not deter the further mutualization of stock companies and some go so far as to predict that the possibilities such as Superintendent Beha points out might influence mutual companies with the consent of their members to reorganize on a stock basis.

One prominent executive in commenting on the situation said that the conscientious officials of all life companies, whether stock or mutual, take their responsibility to policyholders very seriously. They realize that in the last analysis the interests of the policyholders are a first consideration.

They would not look with favor, in his opinion, on any step that would

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GOES ON NEW BASIS

NATIONAL REPUBLIC'S MOVE

**Buys the Control of the Preferred
Underwriting Co., Which Operates
the United Lloyds**

The National Republic Life of Chicago which was recently licensed by the Illinois department with \$100,000 capital and \$60,000 surplus will be liquidated through a friendly receivership authorized by the state authorities so that the money released can be used to provide surplus for the United Lloyds of Chicago, for which the Preferred Underwriting Company is attorney-in-fact. E. H. McConkey, president of the life company, will be made friendly receiver. The money so released will be used as operating capital for the further expansion of the United Lloyds.

Organize Underwriting Company

The Preferred Underwriting Company has been reorganized with new officers, Mr. McConkey being the president; George J. Dehn, director of the Columbia State Savings Bank, president of the Greenwood Cemetery, head of the Dehn Compound Injector Company and former West Park board commissioner, secretary; W. J. Newman, the well known contractor and head of the W. J. Newman Company, treasurer. The vice-presidents are Alderman Guy Guernsey, who was formerly president of the Hamilton Club; Martin Archer, formerly vice-president of the American Bankers Service of Philadelphia; J. W. Stephens, formerly president of the Preferred Underwriting Company; Robert T. Brewer of R. T. Brewer & Co., real estate.

List of Members

The officers are directors and in addition others are Carl J. Adams, president of the South Park Business Men's association; Dr. Alfred Barradell, physician at West Pullman, Ill.; Dr. Alexander A. McBean, dentist; Charles W. Novak, president Novak Loan & Agency Company, and director of the West Pullman Bank; Daniel B. Quinlan, an undertaker; G. Gilbert Rupley, president Rupley Lumber Company; Dr. David B. Eaton, physician; N. L. Matthews, president Grand Laundry Company; H. R. Applegate, president Applegate Chemical Company, J. H. Minogue, sales manager Western Shade Co.

The Preferred Underwriting Company's charter is a broad and liberal one, allowing it to act as attorney-in-fact for a Lloyds organization writing all classes of insurance. Under the Illinois law a Lloyds does not have to be licensed by the state insurance department except for fire and sprinkler leakage insurance. The new officers of the Preferred Underwriting Company, however, have voluntarily agreed to subject the United Lloyds to supervision of the state department in all its groups. At the present time the United Lloyds operate three general groups, one for fire and tornado insurance, the second for plate glass, burglary, automobile, personal accident and health insurance and the third for writing bonds guaranteeing real estate mortgage bonds, both in the principal and interest.

President McConkey announces that

MAY INCREASE LIMITS

WILL MEET FIELD'S DEMANDS

**Vice President Gore Tells Prudential
Field Workers Company Will Raise
Maximum When Necessary**

The possibility of increasing the maximum of a single life policy from \$400,000 to \$500,000 was discussed by John K. Gore, vice president and actuary of the Prudential, before the company's annual business conference.

"Last year we raised the maximum amount of ordinary insurance to be placed on the life of a single individual from \$250,000 to \$300,000. Shortly after that our experience justified the increase to \$400,000. Just as soon as our representatives acquire the desirable habit of sending in enough of the \$400,000 applications we shall prepare to raise the limit to \$500,000," he said.

Importance of Loan Insurance

Mr. Gore also emphasized the importance of loan insurance. He declared the company's purposes could be better served if beneficiaries received the full amounts provided for on the face of the policy. He urged the representatives present to give greater attention to the question of loan insurance.

Speaking in high praise of the "old-timers," Mr. Gore remarked that the tasks of the modern insurance salesman have been made easier, for the years of educational activities carried on by the companies are beginning to bear fruit. Today the general public recognizes the need and desirability of adequate insurance. In a sense it is selling itself. Referring to a newspaper story of a man who had been arrested for stealing \$11,000 to buy a \$450,000 policy, Mr. Gore appealed to the old-timers to bear him out that in the old days men did not want life insurance so badly that they were willing to steal money to get it.

Monthly Income Growth

The speaker also expressed his satisfaction with the phenomenal growth of monthly income insurance, which during the first 3 months of this year amounted to more than \$48,000,000 on 11,000 policies, more than twice the amount written altogether in 1925 when \$21,000,000 was written on some 4,000 policies. In 1921 monthly income insurance represented less than 2 per cent of the company's business, according to Mr. Gore, while it represented more than 20 per cent of the business this year.

a new group will be organized to write life insurance. The fire insurance group has 100 underwriters who are held liable for \$10,000 each.

The underwriting groups for the casualty and surety bond sections will be reorganized and a new set will be chosen for the life insurance group. To become an underwriter requires an investment of \$1,000 which constitutes the guarantee fund and \$500 more which goes to surplus. President McConkey states that a campaign will be begun in a short time to sell underwriting memberships for the various groups of United Lloyds. He says that full reserves will be put up and the state insurance de-

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CHICAGOANS' CONGRESS MAGNIFICENT SUCCESS

**More Than 1,000 Attend Sessions
of Sales Convention
in That City**

FINE PROGRAM IS GIVEN

**Speakers of National Fame Make Meeting
a Truly Educational and
Inspirational Event**

The sales congress held by the Chicago Association of Life Underwriters last week was the largest in the history of the organization. The attendance was in excess of 1,000. The largest attendance of any previous meeting is said to have been about 600. The program was well balanced and unusually well handled, inasmuch as both the morning and



W. W. WILLIAMSON
President Chicago Association

afternoon sessions opened exactly on time and closed on time, every speaker adhering strictly to his allotted schedule. The congress was pronounced a decided success in every way. The program was called to order by President W. W. Williamson, who, after the invocation, turned the gavel over to R. W. Stevens, president of the Illinois Life, for the morning session. President Williamson himself presided at the session in the afternoon.

Describes Sample Method of Selling

James Elton Bragg, vice-president of the Manhattan Life, described the sample method of selling. He said that the ultimate objective of the agent is to establish the counsellor-client relationship with the prospect, but that his immediate objective is to sell a policy and get a customer. To do this he must get the interest of the prospect in life insurance so that he can at least show his

sample policy and afterwards build up his confidence by means of selling him a sample. Mr. Bragg described the method of presenting this sample in an attractive way to enlist the interest of the prospect.

How to Avoid Objections

John A. Stevenson, second vice-president of the Equitable of New York, presented an interesting talk filled with pointers on selling life insurance. He said that the purpose of the agent is to so present his proposition that the prospect will either buy or, if he refuses, will feel that he has denied his boy an education or denied his wife support after his death, not that he has refused to buy insurance. He said that there is a tendency to overwork the program insurance idea by getting information from the prospect and then going home to make a long analysis. It is far more important to cover the critical need at once and then go into the case more thoroughly. Mr. Stevenson said that the man who actually delivers even small policies is rendering a greater service than the man who makes long and complicated analyses and does not sell insurance. It is proper to discuss the program idea if the occasion arises, but it is essential that the agent sell and deliver his first policies, later making them a part of the total program.

Views of a Probate Judge

Judge Henry Horner of the Cook county probate court of Chicago, which is the largest probate court in the world, told of his experience with life insurance in the settling of estates. In his court there is one judge for approximately 3,000,000 people, and about 9,000 new estates come in for probate each year. In this extensive experience Judge Horner has had abundant opportunity to see the value of insurance. He comes in contact with its benefits daily. He said that the vault in the clerk's office is jammed to the doors with worthless investments of all sorts, whereas thousands of children are maintained in school exclusively by life insurance, and thousands of wives and mothers supported by the proceeds of insurance policies.

One of the common experiences of the probate judge is that of turning over to the heirs the entire estate, as required by law, upon the children becoming of age, if there is no will. These estates are usually lost through the over-confidence of youth, as young people are too prone to think they are entirely capable of taking care of their own interests. Judge Horner gave his wholehearted approval to the insurance trust as a substitute for a will. He said that by this method the directions of the deceased for the administration of the estate may be carried out completely without the need of the probate court.

Discusses Insurance Trusts

The insurance trust was further discussed by John A. Reynolds of the Union Trust Company of Detroit, who is an outstanding authority on insurance trusts. Mr. Reynolds has had very satisfactory experience in cooperating with life insurance agents. The Union Trust Company runs large advertisements advocating life insurance, and as a result last year \$8,000,000 of life insurance was placed on the books with the Union Trust Company as trustee. Mr. Reynolds stated that thousands of life insurance trusts are now on the books of the company, and that frequently they have two in a single day, many of which are brought in by insurance men who find that they can produce larger volumes through life insurance trusts.

Desirable for Discretionary Power

He declared that the insurance trust is desirable only when it is advisable to leave discretionary powers in the hands of a local organization. The insurance company has no discretionary power and does not want it. He said that the Union Trust Company has many letters from insurance men who testify that their incomes have been increased from 30 to 300 percent through advocating insurance trusts. When a man goes to place

ISSUES NEW WARNING

M'QUARRIE STRESSES OPTIONS

Widows Bring Policies Which Would Be in Force if Cash Value Had Been Left

SALT LAKE CITY, April 22.—Commissioner John G. McQuarrie has issued another warning to life insurance policyholders. Not long ago Mr. McQuarrie urged the heirs of deceased persons leaving behind apparently worthless life policies to examine them because of the fact that a policy on which premium payments have ceased may yet be in force by reason of the extended insurance clause. In the latest statement the commissioner says that usually when the insured under a reserve life insurance policy from choice or necessity decides to discontinue premium payments, he thinks the only option which he has is to accept the cash surrender value. He points out, however, the importance of other options, such as extended term insurance, or the privilege of taking paid up insurance on dropping a 20 payment contract.

Many Policies Brought In

"As a result of a former statement published to the effect that insurance policies might still be in force even though premiums had not been paid for a few years," Mr. McQuarrie says, "quite a number of widows have brought policies to us for examination. In every instance, the face amount of the policy would have been due and payable, had not the husband withdrawn when he ceased to pay premiums, the comparatively small cash value."

his existing insurance in trust, in nine times out of ten he finds that he has not enough insurance to accomplish his purpose. It is because of this that the agent increases his volume.

Address by Rosenblatt

The serious part of the program was relieved in the afternoon by an humorous talk by Samuel J. Rosenblatt, general agent of the State Life in Chicago, who last year wrote \$3,400,000 of personal business and who has three sons in the life insurance business in his own agency. Mr. Rosenblatt says that he frequently uses a taxi, keeping it standing in front of the prospect's office and often makes arrangements for the driver to walk up and down before the office. The prospect usually notices this and asks Mr. Rosenblatt if that is his taxi. Mr. Rosenblatt replies, "Yes, that is my taxi, but don't bother about that." He said that the prospect frequently gets so worried at the thought of the taxi meter running that he will call out: "Louis, get the check. This man has a taxi waiting outside."

Mr. Rosenblatt told of a case in which the prospect had applied for a \$10,000 policy on the ordinary life basis. The policy was issued on a ten-year endowment basis, as the applicant was not a good risk. Mr. Rosenblatt took the policy to the applicant's office without looking at it, thinking that it was an ordinary life policy. He told the prospect that he had secured the ordinary life policy, and opened it up to discover that it was a ten-year endowment. Not knowing what else to do, Mr. Rosenblatt began to laugh. He was laughing, not at the humor of the situation, but to gain time. Then the idea came and he said, "Well, Sidney, you did put it over on them; they did issue a ten-year endowment policy." The prospect was so delighted at the thought of having put something over that he rushed out to tell his partner the glad news.

Is Highly Specialized Business

The congress was closed with an address by Harry J. Miller, second vice-president of the Metropolitan Life. Mr. Miller said that the agent is engaged in a highly specialized business. His work is primarily salesmanship, but that

TEXAS MUTUALS FAIL

STATE LAW NOT STRINGENT

Can Not Finance Themselves in the Early Stages of Their Career in Getting Business

DALLAS, TEX., April 22.—Following the deal whereby the Texas Mutual Life has been taken over by the United Fidelity Life of Dallas, there has been considerable discussion as to the mortality of the mutual companies organized in this state. The Texas Mutual Life was the first company to be incorporated under the mutual law. It started in 1919. Its insurance in force was \$900,000.

The United Mutual Life incorporated in 1922, was reinsured in November of last year by the First Texas Prudential of Galveston, its insurance being \$800,000.

The Standard Mutual Life of Dallas, which was incorporated in August, 1922, reinsured in June the following year in the United Mutual Life of Dallas, with approximately \$100,000, in force.

The Empire Mutual Life was organized at the time the Ku Klux Klan was active in Texas and had in force over \$1,000,000. Its business was taken over by the Empire Life of Kansas City.

Cause of the Failures

The question arises therefore as to why these mutual companies have not been able to stem the tide. One well known authority in discussing the question states that they were unable to develop rapidly enough to warrant their continuance. He thinks the Texas law may be at fault. The only requirement to secure a mutual charter is that there be 200 applications totaling not less than \$200,000. A company must have in cash the net premium on this insurance. There is no requirement that a surplus for a definite amount be contributed at the start. Consequently these companies have had to pay a good price for their business and do not have sufficient funds to finance themselves. Many states require a working surplus in addition to the original insurance requirements. It is necessary for the agents securing their applications to educate the people on taking local participating insurance policies.

Prejudice Is Seen

Another influence is that the word "mutual" is used by many assessment associations or fraternals existing throughout Texas. The old line mutual companies on the mutual basis have had considerable difficulty in overcoming the prejudice against the assessment and fraternal mutuals, because a big majority placed them all in the same category. It is found too that the assessment county mutual fire company have prejudiced the minds of the public against mutuals of any kind.

This authority takes the position that the Texas law governing the organization of mutual life companies can be changed requiring that a surplus of say at least \$25,000 be contributed at the time of the incorporation. This might, therefore, finance the establishment of a good participating company.

means more than mere selling. It is salesmanship in the highest sense of the word, for the life insurance agent is not selling a commodity, but a printed promise that is taken on trust. To be worthy of this trust the agent must act as a real counsellor, thinking chiefly of the prospect's needs other than of his own commission. Perhaps his immediate commission might be larger from an endowment than from an ordinary life policy, and perhaps he can sell either to the prospect, but if he is to be worthy of his trust, he must sell the one best fitted to the needs of the prospect. The life insurance agent must be a diagnostician. Mr. Miller listed several points which

UNCERTAINTY OF LIFE

SEEN IN NEW POLICY CLAIMS

Vice-President Gray Cites Records of Company on Deaths Among First Year Policyholders

As an illustration of the absolute uncertainty of life, the constant hazard which makes of insurance as great a necessity to the man or woman with responsibilities as their clothing and food, Vice-President Gray of the Prudential told the company's representatives at the annual conference in Newark of the company's claim record in 1925.

"As insurance men," he said, "we must stress continually to prospective policyholders the uncertainty of life. It has been graphically brought to us from our records for 1925 that the hazard is great. In a single twelve-month were paid 20,000 industrial claims and 550 ordinary claims on policies which were written that year."

Watch Lapse Rate

In discussing the subject of lapses, Vice-President Gray reminded his hearers that a careful survey of the situation had disclosed the fact that the greatest number came between the ages of 17 and 30 and he suggested that they exercise the utmost care in accepting such applications.

The recent spread of influenza and pneumonia has had its effect on insurance claims, the vice-president said, and he anticipated some decrease in the lapse rate as a result, his theory being that the presence of the menace would serve further to convince policyholders of the desirability of retaining their protection.

Purchases Are Tremendous

As vice-president in charge of purchases, Mr. Gray astonished his audience by telling them that in transacting the vast business of the Prudential, his department spends over \$1,500,000 annually. Over \$250,000 goes for paper, most of which is used in the field, while over \$1,000,000 is spent by the printing establishment.

The zealous care with which the company safeguards its employees is reflected in the expenditures incidental to the retirement allowances, service disability expenses and the staff group insurance, which involves the expenditure of more than \$200,000 each year.

MUCH COMMENT MADE ON MR. BEHA'S REPORT

(CONT'D FROM PRECEDING PAGE)

inject any voice in the management of the company's affairs, that might be influenced by political consideration and whose tenure of office would be in any way contingent on the continuation and power of any particular party. This suggestion coming from the New York superintendent is regarded as fraught with much danger. The intimation that the state should be directly represented on the board and have so great influence should bring into the private management an entirely new factor.

Much Comment Aroused

Mr. Beha states in his recommendation that it is apparent to anyone familiar with the business that it is impossible for the policyholders to have any real voice in the election of officers. The question arises whether Superintendent Beha would be better satisfied with a company possibly writing participating policies with a substantial capital stock largely distributed among policyholders. The suggestion he offers and the recommendations made certainly have aroused much comment.

he believes should be followed in order to put life underwriting on a higher ethical plane. In the first place he recommends that all companies refuse to

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MUCH INTEREST IN THE RECENT MOVEMENT

Actuaries Express Themselves on Refunding of Uninsured Portion of Premium

DEPARTURE FROM CUSTOM

Announcement of the Metropolitan Life Brings Out Comment on the New Order of Things

Much interest is taken in recent action of some life companies in not requiring unpaid installments of yearly premiums if death takes place before the year is ended. If, for example, a policyholder had paid a quarterly premium and died before the next quarter is paid, the remaining annual premium would not be deducted from the claim. The Metropolitan Life has gone the others one better and agrees to refund the unearned premium if death occurs during the year and the full annual premium has been paid. It has been understood that premiums were based on the practice of requiring the full annual payment with no refund if death occurred during the year. Some actuaries were asked to express their views on the subject with the thought that departures of this kind might be considered letting down the bars too low. The following replies will be read with interest:

George Graham, Vice-President Central States Life.—The recent announcement of the Metropolitan Life is interesting and represents, so far as I know, an entirely novel departure from recognized practice. However, premiums and reserves can be computed just as scientifically on this basis as on the basis of annual premiums. I personally can see no issue to raise with the Metropolitan, on any other company, that decides to adopt this course.

It will make for keener competition when competition of this kind arises but it is my experience that such competition is not an important factor in determining the amount of business we do.

Advantages to the Business

You ask if I think that this action of the Metropolitan Life is too much of a departure from established ways and landmarks and if this liberalization tendency is being carried too far. I do not believe that it is wise for men in the life insurance business to raise objections to changes in practice that tend to liberalize life insurance policies, especially when these changes are put forward by men in whose ability and experience we have every confidence.

These changes may make competition a little keener and may pinch some of us a little hard, but so long as they follow along correct scientific lines I feel sure that in the end they will work out to the advantage of the business as a whole rather than to the contrary.

L. D. Cavanagh, Vice-President Federal Life.—Relative to the recent change announced by some companies to the effect that such companies will return the unearned premium paid in advance at death, personally, I regret somewhat to see this action taken, not because it will mean a substantial amount in dollars and cents to the beneficiaries of policyholders, but because the reserve tables for legal reserve life insurance and the premium calculations, etc., have in the past, all been based upon the assumption that in the event of death of the insured, the premium for the balance of the policy year should be deducted.

The change which has been announced by some companies means a

NONMEDICAL POPULAR

PRUDENTIAL'S EXPERIENCE

Dr. J. Allen Patton Tells Company's Representatives of Rapidly Increasing Importance of This Plan

At the four-day business conference of the field representatives of the Prudential recently held at the home offices, Dr. J. Allen Patton, medical director, drew attention to the fact that the extension and growing popularity of non-medical policies raises a problem about the future of medical examiners. He pointed out that in 1925 only 3 percent of the company's industrial policyholders had been medically examined. In the same year about 50 percent of the intermediate policies were nonmedical and thus far this year the percentage has gone up to 59 percent. This year non-medical applications represent 35 percent of the total received.

In 1925 the average nonmedical policy was \$1,170, far below the maximum of \$2,000 allowed on each of such policies. Last year rejections in the ordinary branch were approximately 5.7 percent and these have been reduced to 4.4 percent during the first quarter of this year.

modification of reserve calculations, and if adopted generally by legal reserve life companies would involve a rather radical change in the maintaining of home office records.

I do not feel inclined to criticize any new departure of life insurance companies where such departure means a liberalization in so far as policyholders and beneficiaries are concerned, but it does seem to me that it would have been possible for the companies in question to have liberalized in some other respect, and possibly without requiring so much of a radical change in the maintenance of records.

Henry Moir, President United States Life.—The recent change by the Metropolitan of its policy contract is most interesting, but I suppose you realize that to discuss the subject frankly and fully means that I must choose to go up on one or other of the two horns of a dilemma. If I approve the movement, agents will immediately say, "Then why do you not adopt it?" If I disapprove and criticize, I am liable to attain a still warmer atmosphere.

The new move is an evidence of the present-day keenness of competition. This competition is keener now than many people realize. A benefit like this granted to policyholders is necessarily paid for by the policyholders themselves. This is often forgotten. On the average, the policyholders get no more for their money under the new plan than they were getting before.

Ultimate Cost the Same

As to whether it is desirable to grant insurance for an amount which varies slightly (according to the time in the policy year when a man happens to die) is a point which is quite debatable. The usual plan of life insurance has been that the annual premium is payable in advance. This is not a necessary condition. It might be possible to issue a policy giving full coverage under which premiums would be collected at the end of the year instead of the beginning. Scientifically and in theory, the one is as good as the other, and the ultimate cost would be the same.

It will be readily seen that under the new plan limited payment policyholders and endowment policyholders whose premiums end at a definite date receive less protection from this new method than policyholders on the ordinary life plan; and paid-up policies get no benefit from the change.

Doubtless the new method will be "boosted" by agents as another evidence of liberality and fairness, but as above

GOAL IS NOW REACHED

AMERICAN CENTRAL'S RECORD

Company Attained the \$200,000,000 Mark of Life Insurance in Force on 27th Anniversary

The field force and home office staff of the American Central Life are celebrating the attainment of \$200,000,000 of paid-for life insurance in force on April 10—the 27th anniversary of the issuance of its first policy. The actual amount of insurance in force was \$200,535,591. The "100-Day Drive," so styled because it opened Jan. 1 and closed on the "birthday" of the company, had not only the attainment of \$200,000,000 as its goal, but also a monster celebration to be held in Indianapolis from May 30-June 2.

Plans for the celebration include the annual 500-mile speedway classic, a day's tour of the home office, and a banquet at the close of the festivities. The 75 leading producers during the drive and one "lucky dog," chosen by chance, will be invited to visit Indianapolis and take part in the celebration.

Bronze Memorial Tablet

A bronze memorial tablet has been ordered and will be ready for unveiling at the meeting in June. The tablet will bear the names of those connected with the company who aided in reaching the \$200,000,000 and will perpetuate the fact that the goal was reached by Apr. 10.

Throughout the whole campaign, special prizes were awarded from time to time. In February, the 15 leaders in completed business each received a handsome leather traveling bag bearing his initials stamped in gold. The closing days brought forth 17-jewel gold watches, high-powered field glasses, traveling bags, stop watches, mahogany clocks and traveler's toilet cases, for prizes. A free trip to the convention of the National Association of Life Underwriters was also offered to each representative producing and paying for more than \$100,000 during the final quarter.

On April 10 a cablegram with the glad words, "we are over," was dispatched to president Herbert M. Woollen, who is touring Italy and Spain.

indicated it amounts only to a slight redistribution of the normal cost of the insurance; and, as so often happens, Peter had to pay for the benefit given to Paul, both being policyholders of the same corporation.

John M. Laird, Secretary Connecticut General Life.—As you know, it has been customary in actuarial calculations to assume that in the year of death the company will receive and retain the full annual premium. It is entirely feasible, however, for a company to make a suitable modification in its rates or dividends and return part of the annual premium in the year of death.

In the long run, the cost of this change will of course fall on the policyholders but probably a great many people would prefer to pay a little more during the other years of the policy if they know that this will result in a refund at death.

Moves into New Building

The Ohio State Life this week began moving into its new home office building in Columbus. As soon as officers and force are settled in their new home arrangements will be made for the annual meetings of the officers and the agents, which have been delayed owing to the removal. Since the last annual meeting, one of the directors and vice-presidents, Joel C. Clore of Cincinnati, has died. The new home of the Ohio State Life occupies a corner 120 feet on Broad street and 60 on Grand avenue, it being the first unit of a much larger structure which will be erected later on.

UNION CENTRAL HAS LARGE MANAGERS RALLY

General Agents Favor More Schools of Instruction for Agents

FINE PROGRESS IS SHOWN

Company Has Made Fine Record—Predicts \$3,000,000,000 in Force By 1935

A strong sentiment for the establishment of more schools for new life underwriters was one of the principal things uncovered at the second annual conference of managers and general agents of the Union Central Life, held at the home office. Company representatives from all of the 46 states in which the Union Central does business were present and participated in the two days' discussion, most of which was of an informal nature. Other topics taken up in detail were selecting new agents, stimulating moribund producers, agency expenses and conserving old business.

Address by President Sage

President John D. Sage, in opening the conference, put the company through a "health test" for the benefit of the managers, taking up the three factors of death rate, interest rate and expenses. The Union Central's death rate, he pointed out, has undergone no material change, and continues to rank well below the average for the 75 largest companies in the country. Mr. Sage appealed to the managers to aid in keeping Union Central mortality low by scrutinizing carefully the individual merits of each individual on whom they wrote applications.

A chart on interest rates, displayed by Mr. Sage, showed that the Union Central continues to maintain its place far in the lead of most of the 75 companies.

The investment department of the Union Central has recently entered the city investment field, and predicted that much more loan business would be done by the company in the future on high grade city real estate.

Goal of \$3,000,000,000

Taking a look into the future, President Sage set the Union Central's goal for 1935 at three billions of insurance in force, at the present rate of growth. This brought up the subject of the Union Central's new annex office building which is soon to be erected in Cincinnati. "In 1913, when we entered this building, the Union Central had 263 employees and \$347,000,000 of insurance in force. Today we have 719 employees and \$1,215,000,000 in force. In 1926 it has been necessary to take over one and one-half more floors of the home office building. The actuary estimates that in 20 years the Union Central will occupy all 34 floors of the present building. In order to provide for future expansion, the Union Central will soon begin to build an annex of six or eight stories on the site of the old Burnet House. This will be increased to 10 stories as new space becomes necessary. It is estimated that in 1950 the Union Central will have 2,231 employees in the home office," Mr. Sage said.

Selection and Training

Taking up the theme of "Selection and Training of Agents," Manager W. H. Cramer of Los Angeles outlined a method of using ordinary advertisements in Sunday newspapers. Out of 500 applicants, six were chosen and given an intensive course in salesmanship. No applicant was taken who did not have self-support for 90 days. An instructor

We Must Have Men

In midwest and southern states our business is rapidly expanding. We must have a few managers to whom we offer most attractive terms. Just now we have a particularly fine opening in Illinois.

If you have had selling experience drop us a line and let us convince you of the good faith of this offer. We make liberal contracts.

Correspondence confidential.

The BANKERS RESERVE LIFE COMPANY

R. L. ROBISON, President
W. G. PRESTON, Vice-President R. C. WAGNER, Secy.-Treas.

HOME OFFICE
OMAHA, NEBRASKA

Business in Force, over One Hundred Millions

Life Companies!

*6% Real Estate Mortgages
are a profitable investment*

THE Irving National Mortgage Company, an experienced and conservative house, offers to insurance companies for investment an unusually attractive group of 6% First Mortgages which meet in every particular the requirements of insurance companies.

All of these mortgages are secured by First Mortgages on Improved Real Estate located on Chicago's Great Northwest side, a stable and flourishing section of the city. They are offered only after a most thorough investigation of the property and borrower and after receiving the approval of a loan committee composed of Real Estate men, Contractors and Bankers of wide experience.

This proposition is sound and awaits your investigation. We are confident that we can serve you to advantage.

Irving National Mortgage Co.

Under National Bank Management

4201 Irving Park Blvd.
CHICAGO, ILLINOIS

Offices with

Alhany Park National Bank Irving Park National Bank Portage Park National Bank

was hired on a commission basis, the new agents paying 5 percent of their original commissions and all renewals on their business to the instructor. This method, a comparatively inexpensive one, was commended to the attention of his colleagues by Mr. Cramer.

Other managers told of using advertisements to obtain new agents, and it was the consensus that open, rather than blind advertisements, were most effective. Many of the best Union Central agents are obtained by managers who "pick off" promising men who come in to sell them other goods or services, it was revealed.

Correspondence Course for Agents

Announcement of the Union Central's new correspondence course for agents was made by Jerome Clark, assistant superintendent of agencies. This course is to operate over 13 weeks, with a diploma to be awarded to those who pass the tests. The first volume of the course is mailed the first week, accompanied by a set of test questions which are to be answered and returned to the home office. When these are received, they are marked and returned to the student, together with a correct set of answers and a sales talk. Meantime the second volume of the course goes to the agent and a similar process is followed to the end of the course. At the end of the course the student will have six volumes and five sales talks. All of this material has been prepared by home office officials.

Strong sentiment in favor of a home office school for new agents was voiced by Manager M. G. Hodnette of Denver, and others. The successes achieved by Professors Rockwell, Bragg and Lovelace in educating underwriters were cited by other managers who favored schools in the field. "Life insurance education made a million dollar producer out of a mediocre man in my own personal case," said Manager Frank M. See of St. Louis.

Superintendent of Agencies Charles Hommeyer disclosed that the Union Central is now ready to provide managers with carefully worked out production charts for their territory, showing exactly which districts are being properly worked and which are producing below their economic capacity. This met with high favor and many managers requested immediate analyses of their territory.

Financing Agents

Manager Charles B. Knight of the New York agency delivered a meaty discussion on "Financing Agents," in which he outlined in detail the successful plan followed by his organization. "This system cost us considerable money to work out, but it has been worth it," Mr. Knight said. Briefly, it consists in establishing a credit fund for the new agent, who is expected to live on his actual profits during the training period. The credit fund established gives the agent confidence, provides him an emergency fund and serves to keep him in line. The agency officials endeavor to keep the man from drawing on the fund any more than is absolutely necessary. After the second year, the agent is presumed to be on his feet, and the credit fund is a thing of the past. "We have to be hard boiled to keep from advancing to men who have sold no insurance, but it is necessary," Mr. Knight declared.

Mr. Knight also outlined an interesting system of office allotment of desks, whereby each agent is given or "rented" a desk commensurate in importance and privacy to his production.

Must Help New Agent

Assistant Manager U. C. Upjohn of the Chicago agency said: "Men must have something beside money to work with. They need the inspiration of writing their first case. Therefore we make every effort and give them all aid in getting an application as early as possible."

A discussion of "Holding Agency Meetings" brought out that Monday morning was the most favored time among Union Central agencies for these

affairs. Several, notably the Washington, D. C., agency of E. S. Brashears, make a practice of holding cooperative meetings with agencies of other companies, and with contests among rival members. Careful program planning for agency meeting was found to be in general practice.

The practice of holding inter-agency contests within the Union Central, which has been in vogue for several years, was highly praised by managers who have participated in them. "I have found, however, that not more than four months is the ideal length for such contests," said Manager A. D. Bonfield of Kansas City. "It is difficult to keep the competitive spirit up for a longer period."

The importance of cultivating the good will of old policyholders by means of policyholder service months cannot be underestimated, it was decided by the Union Central managers. Elaborate preparations to render every service and courtesy possible to Union Central policyholders during the annual occasion next autumn were set in motion.

Agency Bulletins Produce Rivalry

It was the consensus that agency bulletins, whenever possible, should be employed by Union Central managers to stimulate interest and arouse friendly rivalry among the producing agents. Notable results have been secured by the publication of such a bulletin by Manager C. H. Royalty of Jacksonville, Fla., called "Royalty's Daily Dozen." "We aim to give our men something every day," said Mr. Royalty. "This bulletin is a set of mental gymnastics. It has paid its way, and more."

The impetus of a chance to attend the company's general conventions is a strong one toward increasing production, it was testified by nearly every manager present. A large number of Union Central underwriters have already spurred up and passed their "convention quota" this year.

Assignment of personal quotas has been found a highly successful method of procedure in practically all Union Central agencies which have followed it. Manager J. P. Devine of San Antonio emphasized that the agents should be allowed to select their own quotas, after they have been properly stimulated to attain higher objectives. Some managers have found that quotas on the weekly basis are quite effective in stimulating agents.

Get Best Out of Men

Superintendent of Agencies Hommeyer declared: "The big problem we face is not in getting men, but in getting the best out of the men we have."

Manager Devine set forth three general tips for every manager to follow:

1. Give men an excuse to work.
2. Appeal to their fighting instinct.
3. Honor the men who "come through."

Manager H. A. Zischke of Portland, Ore., declared that the best remedy to use with a non-producing agent is to go out personally and show him that the business is there. Manager T. S. Lowry of Atlanta, Ga., pointed out that this method also worked wonders with the discouraged agent.

The question of holding down lapses and surrenders came in for intensive discussion. The consensus was that nothing but personal work is effective in the final analysis, and that every manager and general agent was neglecting his duty if he did not see that personal interviews were had with lapsing policyholders. Consistent use of company literature has also helped greatly in this work, it was testified. Manager Shuff suggested that the agent should call on the policyholder 60 days before his next premium was due, and sell the policy all over again if necessary, meanwhile giving him tacit warning of the impending financial outlay necessary to keep the policy in force. This has worked well in Cincinnati territory, he said. General Agent N. E. Turgeon of Buffalo, N. Y., who has a very low percentage of terminations, told of the effectiveness of personal calls.



Hoping Cannot Take the Place of Knowing

If you hope your policies will fit the case—hope your rates are right—hope you can handle the amount—the chances of your being a top notcher are slim.

But if you know that you are completely equipped with standard and sub-standard policies at attractive rates on the participating and non-participating basis aided by understanding advice, cooperation and service from the Home Office, you of necessity have a confidence in what you are selling. Such confidence is a valuable aid in making you a successful life man.

*Ask any International Life man
about his connection.*

International Life Insurance Co.

St. Louis, Missouri

W. K. WHITFIELD, President

DAVID W. HILL, Vice-President

W. F. GRANTGES, Vice-Pres. and Gen'l Mgr. Agents

Connecticut General News Hartford, Conn.

The Life Value

The purpose of life insurance is to protect the life value—the earning power.

This is threatened by disability as well as by death.

The life contract must be supplemented by disability insurance or it may entirely fail of its purpose.

The Connecticut General issues a wide range of disability protection in connection with its life contracts.

For information address Connecticut General Life Insurance Company, Hartford, Conn.



FIELD SUPERVISOR WANTED

By an Old-Line Life Company

We want a man who can follow up leads which we will furnish—sell our company, its policy contracts and service to men of general agency caliber—make the contract with the prospective general agent and assist him in getting started.

The right kind of field supervisor will be given liberal compensation at the start, and if he makes good, we will quickly advance him both in rank and in income.

This opportunity is a real one and the man who will fill the position must be a real field supervisor.

For a personal interview with the head of the Agency Department address, in confidence, R-99, care of this paper. In writing kindly outline your qualifications.

LIFE INSURANCE AS A VOCATION IS ANALYZED

Hugh D. Hart Is Author of Book
for Prospective
Agents

ADVANTAGES ARE SHOWN

Necessary Qualities for the Successful
Underwriter Are Discussed in an
Illuminating Manner

Hugh D. Hart of Hart & Eubank, general agents of the Aetna Life in New York City, is the author of a book just off the press entitled "Life Insurance as a Life Work," published by F. S. Crofts & Co. of New York. In the preface Mr. Hart states that the book is to assist general agents and agency managers in interesting prospective underwriters in the vocation of life insurance selling and to stimulate underwriters to a greater pride in the life work they have chosen and to foster in them the highest life insurance ideals.

The author seems to have had in mind especially the "misfit," the man who is dissatisfied with the work in which he is engaged. He points out numerous instances in which men have been failures in one line of endeavor, but outstanding successes in others. The choice of the right vocation is of the greatest importance, for, as Mr. Hart says, not every successful man would have succeeded if he had chosen another vocation.

Many Advantages Offered

Among the attractions in life insurance selling, for the man who is seeking to find himself, Mr. Hart points out the small amount of capital required, a negligible element for the man who is entering this line of work. Furthermore there are abundant opportunities to enter upon the career of life insurance selling, which is not always true of other types of work. The special training necessary for success is perhaps more easily obtained in the life insurance field than in any other. The requirement of time does not exceed a few weeks at the most and the expense is nominal. There is also the fact that every man in good health who has sufficient money to maintain his premiums is a potential client for the life insurance salesman, so that this vocation is by no means restricted.

Must Face Pitfalls

In an early chapter Mr. Hart points out the pitfalls which the life underwriter must face. He will have no definite income, the amount depending solely upon his own endeavors. It means giving up his regular salary, but Mr. Hart quotes several of the wealthiest men of today to the effect that the greatest financial returns are in store for the man who works for himself. Mr. Hart says: "A man who takes a salaried position in a company may be doing good work and know he is doing good work, but he may have to wait until the man ahead is promoted before he stands a chance of advancement. He may be putting a great deal of time and thought into his work, and this fact may not be recognized by his superiors. He may advance rapidly for a few years and find that he has reached the salary limit set by the company for the type of work in which he is engaged. It is unnecessary to state that none of these obstacles can stand in the way of the man who is working for himself."

Lack of Direct Supervision

Another pitfall is the lack of direct supervision, inasmuch as many men seem unable to work without direction.

The man who must have someone to tell him what to do must pay somebody for that supervision, though he seldom looks at it in this way. Many life underwriters fail because they become discouraged. The mental attitude is particularly important in the life insurance business. Hard work is another objection which many men find in life insurance. Mr. Hart says that the man who has not a hardy constitution, a strong nervous system and good digestion, had better stay out of the business. Another pitfall is "the other job" that so often turns up for the man who is starting in the life insurance business. Just when he is having his hardest time getting started and is most discouraged, an opportunity turns up in some other line, offering a regular salary, and all too often the new man throws up the sponge for the salaried position instead of giving life insurance a fair trial.

Fear a Great Pitfall

The last pitfall to which Mr. Hart refers is fear. Mr. Hart analyzes the fear that is so often present in the business. A man is afraid first because he knows nothing about the business. Mr. Hart states that ample means are at hand for gaining the required knowledge. In the second place, a man is afraid that he may not have the qualities required to make a success in this business. Perhaps he may not have them, but perhaps he may have them in a very marked degree. It is better to be enthusiastic about the latter possibility. Even if he does not have the necessary qualities now, it is possible to develop them. The third fear of the new man is that he may receive rebuffs. It is true that he will receive some. Occasionally even the experienced underwriter receives a rebuff from some person who knows little about modern life insurance selling, but very rarely even then, unless, of course, the rebuffs are due to his own improper methods and are deservedly brought down on his own head. Mr. Hart suggests that the prospective underwriters attend a session in court to see how successful lawyers meet with rebuffs, or talk to successful business men to see whether or not they have their rebuffs. The great majority of the underwriter's contacts will be exceedingly pleasant.

Great Opportunities Presented

Mr. Hart touches upon the unlimited opportunities in the life insurance business, presenting figures showing the tremendous growth of life insurance in recent years as well as its greater possibilities in the future. Many men hesitate to enter life insurance selling because they doubt whether it offers possibilities for fame. Mr. Hart points out that fame need not be spectacular according to the old conception which was based upon a false philosophy of life. True fame is nothing more than the deserved confidence of good people who know us and our worth. It is their tribute to the service we are rendering for the common good. Because of his wide acquaintance among all classes of people, when matters of civic and public importance demand action on the part of all good citizens, the life underwriter occupies a peculiarly strategic point for obtaining a position of public leadership.

Financial Opportunities Unlimited

As for the financial opportunities, Mr. Hart goes thoroughly into the subject of first year and renewal commissions, showing just what the possibilities are for the underwriter. The opportunity to do good is unlimited. Two of the worst faults of the American people are improvidence and extravagance, and the life underwriter is helping to correct both. The underwriter is making old people independent financially, is providing higher education for boys and girls so that their lives may be richer and their efforts more remunerative financially; he is creating endowments for charitable and philanthropic institutions, and in many ways is helping to

(CONTINUED ON NEXT PAGE)

An examination will prove the great value of MI-REFERENCE to you. Ask to see it—give it a trial—and if you are not entirely satisfied with the book, return it and its purchase price will be refunded.

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The Complete Line of Office Equipment

Allsteel Shelving for the Vault

LIGHT, strong, extremely simple in construction. Made up in standard parts from which any shelving requirement in the vault can be met without special construction. It stacks easily and readily alongside any of the sections of vault filing equipment and gives added filing space where needed.

The Allsteel mark on the shelving you buy is a guarantee that you've made a permanent investment.

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ALL POINTS LOST IN CASE ON INCOME TAX

Supreme Court Rules Against New
York Life Under Five
Headings

OPINION NOT VERY CLEAR

Company Won on Some of the Issues
in the Circuit Court
of Appeals

WASHINGTON, April 22.—All points were decided against the New York Life by the Supreme Court in the income tax case carried up on appeal by both the government and the company from lower courts. In the lower courts the government won on some points and the company on others, but in the Supreme Court the government made a clean sweep.

The case involved the construction or application of the revenue act of Oct. 3, 1913, on five different points, as follows: 1. Dividends apportioned on deferred distribution policies, but not paid out during the taxable year. 2. Additions to reserve for amortization of premium on bonds bought above par. 3. Additions to reserve for premiums waived under the permanent disability waiver of premium clause. 4. Additions to reserve for incurred but unreported death losses. 5. Additions to reserve under Nylc contracts which provide annuities to Nylc agents.

Provisions of 1913 Tax Law

The law imposed a tax of 1 percent upon the net income of every insurance company organized in the United States and directed that such net income should be ascertained "by deducting from the gross amount of the income of such insurance company" all the ordinary and necessary expenses and "all losses actually sustained . . . and the net addition, if any, required by law to be made within the year to reserve funds," and excepting "such portion of any actual premium . . . as shall have been paid back to individual policyholders or credited or treated as an abatement of premium within such year."

Deferred Dividends Not Deductible

1. The deferred dividends are disallowed as a deduction from net taxable income by the Supreme Court because they are not paid or credited to the individual policyholder. The court points out that the only policyholders to receive the deferred dividends are those who survive the distribution period and therefore deferred dividends are not paid or credited during the year "to individual policyholders" and, therefore, are not deductible under the terms of the law.

2. On amortization reserve the Supreme Court holds that until the bonds are paid or sold there can be no loss "actually sustained within the year" because the bonds may eventually be sold at even more than was paid for them. Therefore, the amortization reserve is not deductible.

Opinion Is Not Clear

3. The ground for ruling against the company on increase during year of "Present value of future premiums waived on account of total and permanent disability" is not made clear in the decision. The state report blank for Dec. 31, 1913, called for a special reserve on the item quoted, while previously the sums involved in such reserve had been included as part of the general reserve. The Supreme Court opinion does not clearly set forth the

reserve system or show just why this item is not actually of the same nature as the general reserve, but contents itself with saying, "the company has not shown enough to establish its right to the exemption."

Nature of Reserve Laws

Consideration of the reserve laws would seem to show the company clearly entitled to the exemption asked. An oldtime legal reserve company must maintain a policy reserve equal to the difference between the net present value of outstanding policies and the net present value of premiums to be received under such policies. The court apparently would have no difficulty with the reserve on policies paid up in ordinary course, for instance, the reserve on a 20-payment life policy on which 20 premiums have been received. On such a policy the net present value of the policy is the same as the reserve because no more premiums are to be received.

"Required by Law"

When the policy becomes paid up by operation of the clause for waiver of premiums for permanent and total disability, however, the court is in difficulty. The net present value of the policy is again required to be reserved in full, without deduction for future premiums, because no further premiums are to be received. When the New York department, for analytical purposes, requires a separate showing of the net present value of the premiums waived, the court seems to consider that the item is taken out of the general reserve "required by law" and becomes a reserve required by the insurance superintendent.

4. The court rather briefly rejects the company's claim to deduct the additions to reserve for unreported losses, on the ground that the reserve is required by the insurance superintendent and not by law.

5. The claim of a deduction for increase in the Nylc reserve is rejected on the ground that reserve in the law has the narrow technical meaning of policy reserve and that a reserve for other liabilities does not come within the additions to reserve allowed as deductions by the tax act being construed.

In the circuit court of appeals the New York Life won on points 3 and 5 and lost on points 1, 2 and 4. While the Supreme Court decision is, of course, binding on all courts and companies, it is to be regretted the grounds for the rulings are not more clearly evidenced in the opinion.

Fisk University Endowment

Members of the graduating class of Fisk University, Nashville, have taken out endowment policies, totaling \$25,000, with the university as sole beneficiary. The policies, taken with the Supreme Life & Casualty of Columbus, O., are to run 20 years and will be presented to the university at commencement exercises in June.

Decision to make the university a gift in this fashion was made as a result of efforts of E. L. Powell, alumnus of Fisk University, and state director for West Virginia of the Supreme Life & Casualty.

The senior class, in initiating the plan, has stated that it hopes to make the custom annual for the graduating class, so that the university through its alumni will be provided a form of perpetual endowment, insurance policies always to be the means employed.

Equitable's Non-Medical Business

The Equitable Life of New York announces that in March there was something like \$4,500,000 in accepted applications on the non-medical plan. There were some 200 applications for approximately \$700,000 declined, due to the ineligibility of policyholders either on account of age, or previous policy not having been issued under a standard rating or because the preceding medical examination antedated five years.

MASSACHUSETTS OLD AGE REPORT ANALYZED

Commission Considered Only
Those Dependent on Organ-
ized Charity

NOT AN ACCURATE INDEX

Insurance Authority Points Out That
Much Larger Percentage Has Sup-
port of Relatives or Children

BY JOSEPH J. DEVNEY
Cleveland, O.

The important question of old age dependency in the United States has again been brought to the fore by the recently published report of the Massachusetts commission on pensions. No question of so vital interest to life underwriters has been subject to such wide misstatement. It has frequently been said that 95 percent of the aged population are dependent; now the pendulum has swung the other way and the statement has been published, in view of the above report, that only a small percentage of old people are dependent.

Covered 20,000 Individuals

Having made a nation-wide survey of over 20,000 individuals a couple of years ago to ascertain the economic condition of adults throughout the United States, I have several inquiries relative to my interpretation of the Massachusetts report. The following statement is therefore made for the benefit of life underwriters that they may judge for themselves what the true situation is.

Limited Meaning of "Dependent"

Wide circulation has been given the statement that the commission found 84.4 percent of persons in Massachusetts 65 and older to be "non-dependent," whereas the data I secured and compiled showed 38 percent of men dependent at 65 and 60 percent dependent at 75. The discrepancy is largely explained by the commission's statement as to what it means by "non-dependent," namely "Persons not supported by public funds or by private organized charity." The commission followed precedent in making this designation, but it seems unfortunate as it has proved misleading. The fact is there are tens of thousands of old people in Massachusetts who have little or no incomes and who are supported wholly or partially by their children, relatives or friends. Therefore 15.6 percent by no means represents the number who are dependent.

Figures of Commission

Here is an analysis of the figures of the commission, which estimates the population of Massachusetts 65 and over to be 225,000: 35,100 (15.6 percent) are supported by public funds or by private organized charity; 37,800 (16.8 percent) others have no income; 14,400 (6.4 percent) have incomes of less than \$100; 9,675 (4.3 percent) have incomes ranging from \$100 to \$199; 6,525 (2.9 percent) have incomes ranging from \$200 to \$299; 2,925 (1.3 percent) have incomes ranging from \$300 to \$364. Therefore 106,425 (47.3 percent) of the 225,000 are either classed by the commission as being dependent or as having incomes of less than \$1 a day, which amount the commission considers necessary to be self supporting.

Other Factors Involved

But there are other important features of the report to be considered. The manner in which the data were secured and grouped makes the situation appear more favorable than it actually is. In-

investigators interviewed the people personally and asked them what they were worth and what incomes they had. Giving the aged population of Massachusetts credit for being as proud as people elsewhere, we are convinced that the tendency must have been to overstate rather than to understate their worth and incomes. The purpose of the commission was to ascertain the number who would be entitled to pensions. Therefore, in case of married persons, who comprised over half the cases considered, if either the husband or the wife or both had an income, it was tabulated as if only one had it. Had individual incomes only been considered, the dependency figures would be still higher. When comparing the situation in Massachusetts with that in other states, we should remember that Massachusetts is by no means a backward state. It has long been settled, it is a leader in industry, it has advanced social legislation and its people are of high intelligence.

Wide Field for Underwriters

In view of the above analysis and other features which might be referred to, there appears to be nothing in the commission's report to disprove and much to confirm the correctness of Devney's economic table that 38 percent of men throughout the nation at 65 are dependent and 60 percent at 75 are dependent. Such being the case, there is a wide field and need for life underwriters to induce young and middle aged men and women to prepare against old age dependency. Irrespective of the merits of old age public pensions, any self respecting person will feel more comfortable to be independent in old age rather than to be dependent either upon private or public charity.

Charter Amendment Held Up

The Kansas charter board has held up the amendment to the charter of the National Reserve Life whereby the capital stock is to be increased to \$550,000. The company voted to issue a 100 percent stock dividend, to be paid from surplus. Most of this surplus has been contributed through the sales of stock on a basis of five times the par value.

The last legislature enacted a law which prohibits the payment of cash dividends or the declaration of stock dividends unless the company has earned the surplus, except for life companies. The original bill provided no exemptions but an amendment was inserted in the bill to except life companies. The members of the charter board believe the law is a good one and should apply to all companies. The charter board is inclined to refuse the amendment and the authority to issue the 100 percent stock dividend until there is a court ruling on the question.

Northwestern Mutual's Quarterly Figure

New insurance representing 18,885 policies totaling \$94,000,000 of insurance for the first three months of 1926 is reported by the Northwestern Mutual Life. This was a decrease in policies but a gain in insurance written of \$2,000,000. All other features of the quarterly report show normal increases. The investments in mortgage and policy loans increased more than \$10,000,000, the mortgage loans now held by the company totaling \$298,000,000 and the policy loans \$101,000,000. The company has \$256,000,000 of bonds and its total assets are \$669,000,000. Death claims for the first three months increased \$645,000 and reached a total above the \$7,000,000 mark. Total payments to policyholders were \$19,077,000. Taxes for the quarter were \$1,908,000 or an increase of \$148,000.

Continental Life Figures

In showing the growth of the smaller and medium sized companies within recent years and giving figures showing insurance in force, Jan. 1, 1916, and Jan. 1, 1926, there was a typographical error in regard to the Continental Life of Wilmington, Del. Its insurance in force Jan. 1, 1916, was \$14,996,097, while on Jan. 1, 1926, it was \$62,165,672.

HONOR FOR JUDGE DAY

BIG BUSINESS IS PILED UP

Equitable Life of New York Agents
Produce Large Volume in Tribute
to President

NEW YORK, April 22.—Fifteen years ago Judge W. A. Day was elected president of the Equitable Life of New York, which for six years has set aside the first 10 working days of April for a testimonial campaign in his honor. Final figures announced at a special meeting by Vice-President Frank H. Davis, head of the agency organization, indicate that all previous life underwriting achievements have been surpassed in the brief 10-day period. Some 6,700 Equitable representatives wrote more than 40,000 applications for new ordinary, totaling \$164,000,000 and 18 group cases for \$19,000,000, making a grand total of \$183,000,000.

Davis Makes Presentation

In making the presentation to President Day before the entire official staff and many delegates from the field, Mr. Davis said in part: "The enthusiasm and energy with which our men and women in the field conduct this annual effort in your honor finds its support in their affection for you personally and in their knowledge and appreciation of all that you have done to build the great Equitable of today. The spirit of the field was no more wonderful than that of our clerks in the home office. As an evidence of that fact the bureau of issue completed, issued and forwarded to the field on April 13, 5,127 policies for \$13,075,000 of insurance. This largely exceeds any previous record for any one day's business."

In response, President Day expressed his heartfelt appreciation of the tribute paid to him personally, but felt constrained to state that in large measure it also evidenced the intense loyalty and devotion of the field force to the Equitable and to the high principles for which it stands.

Watts Returns to Des Moines

President W. A. Watts of the Merchants Life and Mrs. Watts, who have been spending the past two and a half months in Texas and California, have returned to Des Moines. Mr. Watts seems to possess the happy faculty of combining pleasure and business to a very profitable degree. A large portion of his time while in California was devoted to agency matters pertaining to the Merchants Life. He succeeded in making a general agency contract with Pedro Gatell of Los Angeles, and before leaving for home assisted in the dedication of the new branch offices of the company in the Pershing Square building. Mr. Watts reports conditions in southern California extremely favorable and is looking forward to receiving a very creditable volume of business from that territory this year.

Death of W. J. Dwyer

The many friends of Walter J. Dwyer, of Indianapolis, will be shocked to learn of his sudden death at his home in that city April 19.

Mr. Dwyer has been a notable figure in the field of life underwriting where he had met with unusual success not only as a personal producer, but a capable and successful organizer, as well. For many years he represented the Equitable Life and in November, 1925, became associated with the Columbus Mutual Life as representative in the Indianapolis territory. The first month with that company he led the entire sales force with a personal production in excess of \$100,000.

Mr. Dwyer had not been enjoying the best of health in recent weeks, but his illness was not considered of a serious nature.

Good Men Are Naturally Seeking Advancement

The Gem City Life Insurance Co. has General Agency openings in

Youngstown
Steubenville
Toledo
Lima
Mansfield
Portsmouth
Massillon

that offer the alert agent a wealth of opportunity.

In the Gem City Agent's kit is not only life insurance in many attractive contracts with the total permanent disability and double indemnity features, but an equally attractive line of accident and health policies.



QUALIFIED MEN—
a general agency in the GEM
CITY is today's opportunity.

The GEM CITY LIFE INSURANCE COMPANY

Dayton - - Ohio

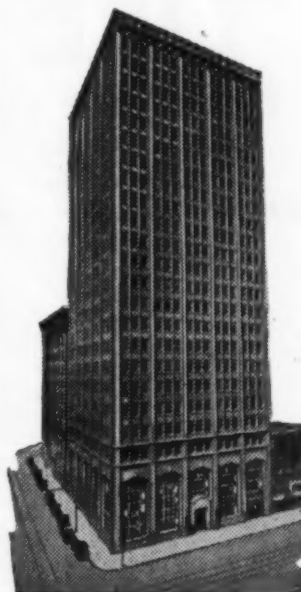
I. A. MORRISETT, Vice-President

Builders

Our principal strong point is the will to give a service which will be appreciated by our own staff and respected by others.

Operating in the States of Texas and Oklahoma, the Home Office is able to render a type of personal service to Agents that is unbeatable. Writing all modern policy forms, the Company offers choice territory to Agents of ability.

Our records show that policies were issued on 79% of the applications during 1925 within three days after reaching the home office.



HOME OFFICE
F. & M. BANK BUILDING

Southern Union Life OF FORT WORTH, TEXAS

J. L. Mistrot
President

Tom Poynor
Vice-President

Celebrating 75th ANNIVERSARY Diamond Jubilee Year

Seventy-five Years of Service to Policyholders
New Policy Forms
New Added Features to Our Policy Contract

Berkshire Life Insurance Co.

Incorporated 1851
PITTSFIELD, MASSACHUSETTS
F. H. RHODES, President

OPENING ALWAYS FOR RIGHT MAN

AGENTS FEEL EFFECT

RESENT SYNDICATE ACTIVITY

Representatives of Big Companies See
Injury to Business in Effort to
Gobble Up Smaller Concerns

LINCOLN, NEB., April 22.—Growing resentment against the application of syndicate methods in the life insurance business in the west, the home of a large number of small but flourishing

companies, is expressed by a number of leading Nebraska agents. A. R. Edmiston, general agent of the Union Central and president of the Lincoln Life Underwriters, says that a considerable part of his time is spent in denying stories of the sale of western companies and explaining to the public generally that there are no such profits in the business as warrant the price known to have been offered for Nebraska companies by men presumably representing one of the syndicates said to be recently formed for purchasing smaller companies. The stories of these sales are becoming widespread and are injuring the business, says Mr. Edmiston.

Fly-by-Night Promoters Busy

M. L. Palmer, general agent for the Aetna Life, says one result of this movement has been to set fly-by-night promoters going about the country trying to get possession of companies for resale or for exploitation purposes. No such prices as five to one, which have been offered for at least two Nebraska companies, are justified by the conditions of the business, and can only mean the resort to practices by purchasers that the business has long outgrown and which are not to be tolerated in the interest of it generally.

Oak E. Davis, state manager for the Security Mutual of Lincoln, says that the purchase of small companies at prices such as have been freely quoted can mean only that in ways that are inimical and costly to the policyholders can the new owners handle the business thus secured.

Bad Effect on Legislation

President Reynolds of the Kansas City Life who was recently in the city, says that the only reason why anyone would pay such prices for the control of the smaller companies is that the purchasers see in this an opportunity to make money out of the cash under their control in the same ways, by participation in underwriting stock and bond issues and the like, that called down the condemnation of the law upon the big New York companies and resulted in drastic legislation following the Hughes investigation.

The publication in local newspapers of the efforts of syndicates to gather up small companies is regarded as certain, by those who have been interested in gaining a better recognition of the business at the hands of coming legislatures, to result in making those efforts fruitless, if it is not to be followed by legislation of an ill-advised character intended to put a stop to the gobbling up process. It is not the newspapers that are blamed, but the men whose acts are responsible for the publications made.

Missouri State Stock Offered

Various brokers in New York are offering stock in the Missouri State Life for sale at \$77.50 a share. Par value is \$10. In the letters being sent out by these brokers, although they do not say it, they intimate that they represent Caldwell & Co., of Nashville, Tenn., the firm which recently purchased the Missouri State Life as well as the Inter-southern Life of Louisville. The earnings in 1925, according to the letters of the brokers, were \$5.91 per share, which is an equivalent of 59.1 percent on par. The dividend rate is 12 percent per annum. It is maintained that during the last six months the stock has moved up from a quotation of \$50 to the present value.

Reliance Life Convention

The Reliance Life will hold its agency convention at the head office July 6-7. The last convention held in its home city was in 1912. This probably will be the last big general agency convention of the Reliance Life as it doubtless will adopt the regional convention plan. However, in July the convention will be a most important one. Vice-President H. G. Scott and General Manager E. G. McCormack are making elaborate preparations for this event.

AMERICAN CENTRAL LIFE

INSURANCE CO.
INDIANAPOLIS

ESTABLISHED 1299

HERBERT M. WOOLLEN, President

Grange Life Insurance Company

Lansing, Michigan

N. P. HULL, President

NET ASSETS HIGH INVESTMENT RETURN HIGH
POLICY VALUES HIGH OVERHEAD LOW

If ambitious, look us up. You'll find an unusually substantial record and liberal policy toward salesmen and sales organizers.

SAMPLE METHOD OF SALESMANSHIP DESCRIBED BY JAMES ELTON BRAGG

At the sales congress of the Chicago Association of Life Underwriters this week, James Elton Bragg, vice-president of the Manhattan Life, stated that 60,000,000 people carry life insurance, but that not very many of them have any definite plan. Most of them carry their insurance in a miscellaneous assortment of policies without any definite purpose. Most people, however, will buy insurance when it is presented to them as part of a definite plan, if they can afford it. It is the duty of the life insurance agent to render professional service. Mr. Bragg did not go into the problem of how the agent can render such service because that ability can be gained only from thorough study. There are abundant text books and journals, and the only way the agent can get this ability is to put forth the necessary effort in study.

Must Make People Listen to His Proposition

The problem that confronts the agent, however, is to make people listen to him after he is able to render this service. The successful agent is a combination of professional man and merchant. His ultimate object in every sale is to establish the counsellor-client relationships, but his immediate objective is to sell a policy and get a customer. Mr. Bragg described the sample method of selling, which is similar to selling a commodity. It consists merely in selling a policy. The agent must get the interest of the prospect in life insurance so that he can at least show his sample policy, and having sold a sample, must get his confidence so that he can enter upon an insurance program.

Self-Completing Savings Plan as Sample Policy

As his sample policy, Mr. Bragg described what he calls a self-completing savings plan. He took for illustration a 30-year endowment for \$5,000 at age 30. He said that the same results can be secured by ordinary life if the agent represents a company that has a liberal dividend scale and good rate of interest on dividends left to accumulate. As a good approach Mr. Bragg gave the following: "How do you do Mr. Brown? May I sit down a moment? I have a message that may be worth several thousand dollars to you and I will need about ten minutes to explain it. May I have them?"

Must Get Promise of Necessary Time

Mr. Bragg said that it is necessary for the agent to insist on those ten minutes, and if the prospect is not willing to give them, the agent must walk out, leaving him to wonder what the proposition was. Having secured the promise of ten minutes, the agent must insist that he shall not be interrupted in case the prospect changes his mind. At the beginning of the interview, it is advisable to ask the prospect whether or not he is a saver of money. If he is, the agent remarks that he thought so and that this is the reason he came in. If he is not, the agent replies that no doubt he is planning to begin saving some day and that he wants to present a plan. The agent asks if the prospect can save \$3.75 a week. If he can, and if he puts it in the bank, his savings will grow in 30 years to between \$5,000 and \$6,000. Each year he will have a slightly larger amount in the bank. In five years he will have about \$1,100. The agent then says:

What Happens to Account If Saver Is Disabled

"Suppose that after five years you are disabled through the loss of your eyesight or something of that sort? Your savings would then be needed for your

expenses. Even if you had some other method of supporting yourself so that you wouldn't need to draw upon your savings, at least the amount would not grow. The bank would pay you probably 4 percent on the \$1,000 which means an income of \$40 a year.

"Here my plan steps in. My company will pay you 12 percent on the \$5,000 you were going to save instead of 4 percent on the \$1,000 you did save. That means \$600 per year. In that respect, isn't this a better plan?" The agent must insist upon an affirmative answer to this. It is a better plan.

Will Continue Savings in Spite of Disability

"But that is not all. My institution is going to continue your savings for you just the same, so that your savings will increase month by month just as they would have increased in the bank if you had continued to put the money in, although you are putting nothing more in and at the same time getting the interest of 12 percent on the full \$5,000 you intended to save. That is the self-completing part of this savings plan.

Payments Continue for Life in Case of Disability

"But even that is not all. When you reach age 60, we will give you the \$5,000 you were going to save and still continue to give you 12 percent on the total of \$5,000. Thus in case you are disabled five years after you start this savings plan, you will receive 12 percent on \$5,000 instead of 4 percent on \$1,000; your savings will continue to grow, although you are putting nothing more in; at age 60 you will get the full \$5,000 you were planning to save, and still continue to get the interest of 12 percent on \$5,000, or \$600 a year as long as you live and continue disabled. This contract is guaranteed by a company whose books are audited by 48 states, which has assets of \$20,000,000 and which has been in existence since 1850.

Get Important Admissions From the Prospect

"Would the name of this method of saving make any difference?" To this the policyholder can scarcely avoid answering, "No." "Are you in the habit of making your own decision?" Nearly everyone will say that he is, and it is important for the agent to get this admission so that he can forestall the reply that the prospect will talk it over with his wife. The agent may then continue:

"It is a life insurance company, the only institution that can possibly do this. Now suppose you die three years after this disability occurs? Under our plan your wife gets what you had saved and in addition what we continued to save for you after disability occurred, plus all you had hoped to save by the time you were 60 years old. Can you match this plan anywhere else?"

Prospect Can Not Deny That Plan Is Unique

The prospect must admit that it is unique, and inasmuch as he has already agreed that the name of the plan will make no difference and that he is accustomed to making his own decisions, and as he has agreed that he can save \$3.75 a week, he is practically committed.

Mr. Bragg pointed out that if the agent represents a participating company, he can show that the amount of deposit will be reduced year by year by the dividends. If he represents a nonparticipating company, he can show a lower initial cost and present the plan

(CONTINUED ON NEXT PAGE)

Opportunity Is Knocking



For a man who is capable of doing a real job and doing it well. If you are such a man with life insurance experience and ability to organize, a real opportunity is open to you now

in Seattle, Washington

The man who gets this general agency will be equipped with the best. Just a few of his tools are mentioned below:

*Special low-rate policy to Preferred Risks,
Old Age Endowment Specials,
Juvenile policies for as young as "1 day olds,"
Term Insurance for Women,
Salary Savings Insurance.*

He will have the supervision and 100% cooperation of a Home Office staff comprised wholly of men who have been "thru the mill", men who know your problems and have met them successfully.

Get all the facts—Write Now

MUTUAL TRUST LIFE INSURANCE COMPANY

CARL A. PETERSON, Vice President
A. E. WILDER, Director of Agencies

The Chicago Temple - Chicago

SOUTHLAND LIFE INSURANCE COMPANY

HOME OFFICE DALLAS, TEXAS

Over \$100,000,000 Insurance in Force

Remunerative and pleasant agency connections available in Texas, Indiana, Tennessee and Minnesota are open to the right men. For information address

CLARENCE E. LINZ
Vice President and Treasurer
Dallas, Texas

THE ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

Strong and Progressive

Paid to Policyholders—
Over—\$21,000,000.00

Insurance in force as of
Dec. 31, 1925,
\$148,281,904.00

A. C. Tucker, President

D. C. Costello, Secretary Wm. Koch, Vice Pres.

Life Insurance in Force

December 31st, 1925
(Ordinary and Industrial)

\$302,277,296.00

Surplus Security to Policyholders
\$3,745,630.90

Conservative Progress Every Year. Operating
From Coast to Coast, Canada to the Gulf,
Cuba and Hawaiian Islands.

**AMERICAN NATIONAL
INSURANCE COMPANY**
Galveston, Texas

W. L. Moody, Jr.,
President

Shearn Moody,
Vice-President

W. J. Shaw,
Secretary



George Washington Life Insurance Company

CHARLESTON, WEST VIRGINIA

HARRISON B. SMITH, President

presents opportunity for liberal contracts covering definite territory with Home Office registry and with power of appointment of sub-agents. The States of West Virginia, Virginia, Ohio, Kentucky, Tennessee, South Carolina, North Carolina, Georgia, Michigan, Oklahoma and Washington.

Address
ERNEST C. MILAIR, Vice-President and Secretary

HIGH TYPE IS NEEDED

DISCUSS AGENTS' TRAINING

Prudential Representatives in Annual Business Conference Give Attention to Selection of Men

One of the most important questions in the opinion of Prudential executives with which the representatives of that organization dealt at the annual conference in Newark last week was the proper selection and training of agents. It appeared to be the consensus among all the delegates who attended that the new trends in life insurance as represented by the numerous recently devised forms of protection require an agent of high type and that one of the most important phases in the procuring of such representatives is that of proper selection. Many valuable suggestions were made on the question of agent selection and training, some of them by the company executives and others by the field men themselves.

C. G. Cooper, superintendent of the Prudential's Chicago No. 10 district, who was one of the company's leaders in 1925, declared that training of his agents after he had selected them was accomplished by assistant superintendents who made it their business to demonstrate insurance salesmanship by the actual selling of ordinary policies while in the company of the new agents the first two or three weeks. This system, he said, had been largely instrumental in the enlisting of new men and proves to them the possibilities of the business.

Londergan Cases Up

I. G. Londergan, former secretary of the Insurance Loan & Investment Company and the Medical Life of Waterloo, Ia., gave bail in courts there and at Grundy Center, Ia., this week on charges of fraud in connection with sale of stocks in the two companies. Mr. Londergan returned from Rochester, Minn., where he had been under medical treatment in a hospital, to appear in court.

Suits for more than \$45,000 were filed in the courts last week, in addition to several suits which had been previously filed by stockholders in the companies in which Londergan was interested.

"SAMPLE" SELLING PLAN IS DESCRIBED BY BRAGG (CONT'D FROM PRECEDING PAGE)

more nearly in accordance with that of the bank.

This plan is based on the idea of weekly savings, although the figures are taken from the quarterly premium multiplied by 4 and divided by 52. To get around this difficulty, the agent can merely remark that as evidence of the applicant's good faith and intention of carrying out the contract, his company will require a deposit of 13 weeks. That merely means a transfer from the prospect's bank savings account to his new insurance company savings account. After that he can save in his own bank week by week and not bother to deposit with the insurance company more than once in three months.

Bread Cast Upon the Waters Came Back as Million of Insurance

THE truth of the old Bible maxim, "Cast your bread upon the waters," etc., was very aptly illustrated this past week when Robert L. Bowen, special agent for the John S. Marsh agency in Cleveland of the Northwestern Mutual Life, wrote Martin L. Davey of Kent, O., for a \$500,000 20-year endowment policy. Mr. Davey is the son of John L. Davey, the famous tree surgeon, and is associated with his father in the tree doctoring business. But when Mr. Martin Davey was a poor country boy of 18, Mr. Bowen was a clerk in a men's furnishing store in Cleveland.

It is said that Mr. Davey came into the store and was waited on by Mr. Bowen. Mr. Davey had just received a position selling typewriters and sought Mr. Bowen's advice as to what kind of clothes a typewriter salesman should wear. Mr. Bowen, with his inherent desire to please and serve, went to considerable pains to make the outfit a proper one.

This was the beginning of a friendship which has grown with the years. Mr. Bowen sold Mr. Davey his first policy of \$5,000 some years ago, and had gradually increased Mr. Davey's insurance program until it had reached \$550,000, which added to the policy for \$500,000 just issued, brings Mr. Davey's amount of insurance in force up to \$1,050,000.

Made Assistant Agency Manager

Vice-President Arnette of the Volunteer State Life of Chattanooga announces the appointment of J. M. Mitchell as assistant agency manager. Mr. Mitchell has lived in Chattanooga for many years. He entered the insurance business after having worked his way up to the position of general sales manager of the Tennessee Furniture Corporation, with supervision over the entire sales organization in the United States. In leaving the Tennessee Furniture Company, Mr. Mitchell took a rate book, learned the problems of the solicitor, and later graduated from the Rockwell school at Pittsburgh University. After making good as a personal producer, his efforts were rewarded by his appointment as assistant agency manager.

Gives Heart Disease Figures

Dr. Roger S. Morris, professor of medicine at the University of Cincinnati, recently gave a talk before the graduate nurses of the Ohio State Association in which he said that one-eighth of all the deaths in the United States are due to heart disease. He said it is also a fact that one-fifth of all persons in this country who have reached the age of 40 die of heart trouble or, in other words, one out of every five people at age of 40 dies of some sort of heart disease. He also said, "During the World War, in examining the drafted men for service, it was found that 4,000,000 heart cases were prevalent. The problem of heart disease is a greater one than tuberculosis and the American Heart Association is endeavoring to do for its special cases what the Anti-Tuberculosis League is doing for tubercular patients." He recommended the yearly examination, especially after age 40, to give the public a thorough opportunity of knowing their exact physical status.

Omaha Fraternal May Move

The Woodmen of the World, now located in Omaha, has appointed a committee to decide upon a new location for the headquarters and a number of cities will be investigated as a prospective home. The organization recently sold its 18-story office building in Omaha. The Woodmen Circle, a women's auxiliary of the Woodmen of the World, will follow the parent organization if the latter moves from Omaha.

SEES FERTILE FIELD**NEW KANSAS CITY COMPANY**

Chester I. Dale, Formerly With Lincoln National Life, Is Conducting Formation of Stock Organization

KANSAS CITY, MO., April 22.—Chester I. Dale, formerly agency director of the Lincoln National Life in this city, resigned recently, with the intention of forming a new life insurance company. Mr. Dale, with a group of bankers and business men of this city, is now organizing a company which will be located in this city, and expects to operate in Missouri, Kansas, Oklahoma, Nebraska and Arkansas. Mr. Dale, who for the last two years has been in close touch with this territory, making a study of conditions throughout, believes that this is a splendid field and that the present is an opportune time for the formation of such a company. Previous to going with the Lincoln National two years ago, Mr. Dale was agency director for the International Life in St. Louis, which position he held for 14 years.

The new company is a stock company and is being organized without promotion expense. Although definite plans are rapidly taking form, no announcements as to the personnel of the company, or the details of the organization, will be made until later.

Double Indemnity Decision

In the United States circuit court of appeals of the sixth circuit, in *Sanders vs. Jefferson Standard*, 10 Fed. (second) 143, there is rendered an interesting decision on involving double indemnity.

A double indemnity rider provided for an exception where death resulted from bodily injury inflicted by another person. Suit was brought and a defense made on the basis of the exception after the expiration of the contestable period provided for in the policy. Held: It is as much the right of the insurer to defend suit on the policy after the expiration of the contestable period on the basis of this exception, as it would be to dispute the liability on the ground that the death of the insured had not occurred. The provision for incontestability does not have the effect of converting a promise to pay on the happening of a stated contingency into a promise to pay whether such contingency does or does not happen. The defense was not a "contest" within the meaning of the incontestable clause. Judgment for insurer affirmed.

Not to Hold Spring Meeting

It seems unlikely now that the Insurance Commissioners Convention will hold a spring meeting. However, it seems desirable to have an executive committee meeting. This may be held in Chicago or some central point.

Two Spring Meetings

The Life Insurance Sales Research Bureau of Hartford will hold two spring meetings. The first will be at St. Louis, May 24-26 at the Chase Hotel and the next will be in New York City at the Pennsylvania Hotel, June 9-11.

MUCH YET TO BE DONE**FIELD STILL UNDEVELOPED**

Vice-President George W. Munsick Sees Far Greater Needs for Insurance Than Those Filled

The undeveloped field of life insurance, embracing both the under-insured and the uninsured, was the subject of the address made before the Prudential annual business conference by George W. Munsick, vice-president in charge of agencies.

"The closer a superintendent and manager was last year in touch with the operations of his men, the closer he was to the conditions under which they were working, and the more he was impressed, not so much by what they did, but by the undeveloped opportunities offered them. Every man must have realized that during this last year or so the need of getting busy in the field of the under-insured and the uninsured was becoming really more than the average organization could compete with.

"That, I think, is going to be our great task this year. You know that there are more unprotected homes and unprotected businesses than there are protected homes and protected businesses. As one of the biggest organizations for protection in this country we must feel the weight of the obligation that rests upon us to measure more clearly up to that duty."

Correct Figures for Travelers

In a recent issue owing to a typographical error, the Travelers was credited with having \$4,000,000,000 of group business. Last year the Travelers moved up from seventh to fifth place in amount of insurance in force, its figure being \$3,382,367,966, of this \$1,000,000,000 is group business. The Travelers has made a phenomenal record in forging ahead.

Driscoll Assistant Secretary

Egbert G. Driscoll has been appointed assistant secretary of the Indianapolis Life. He is a native of St. Paul, Minn., a graduate of Yale, and has had banking and manufacturing experience.

Hawkeye Life Moves

The home office of the Hawkeye Life of Des Moines will be moved into new quarters on the third floor of the Iowa building about May 1. The company has been located in the Jewett building for the last five years. The new offices will provide space to accommodate expansion.

Points Out Low Net Cost

At the annual business conference of the Prudential held at the home office last week, Willard I. Hamilton, vice-president and secretary, said that the company last year paid in dividends to industrial policyholders better than 16 percent of the premiums paid. In the ordinary department the dividends represented about 15 percent of the premiums paid. He called attention to the company's low net cost.

Illinois

THE MIDLAND MUTUAL has entered the state and has an attractive GENERAL AGENCY proposition to offer experienced life men who have ability to organize while doing personal writing.

THE MIDLAND is famous for its low net premiums and high grade service.

Write giving detailed information in first letter.

The

MIDLAND MUTUAL LIFE INSURANCE COMPANY

COLUMBUS, OHIO

"Its Performances Exceed Its Promises"

ASSETS \$11,750,000

IN FORCE \$76,000,000

Insurance for Lutherans

Legal Reserve

** Standard Policies*

Equitable rates—alike for both sexes

Whole family protection

Lutheran Brotherhood

1254 McKnight Bldg.
Minneapolis, Minn.



THE CENTRAL LIFE INSURANCE COMPANY

Fort Scott Kansas

Oldest Kansas Company

Agency Openings In Kansas and Missouri

UNIVERSAL LIFE

INSURANCE COMPANY of MISSOURI

THE FOUR SQUARE POLICY

Combines in one Contract

ORDINARY LIFE

LIMITED PAYMENT LIFE

Perfected Protection

Monthly Income Disability

Double Indemnity

Special Accident
Benefits

ENDOWMENT FOR FACE

TWENTY YEAR PREMIUM ENDOWMENT

EDWARD G. ROLWING
President

W. D. LUMPP
Director of Agents

H. W. SHAFER
Secretary

700 Times Building,

St. Louis, Mo.

Analyzing Success

A cross section of the 66th Annual Statement which shows, by growth, safety and low net cost, why the Guardian ranks as one of the strongest of the strong companies.

NEW BUSINESS, about 56% gain.....	\$ 66,857,528.00
INSURANCE IN FORCE, 16% gain.....	290,912,305.00
ADMITTED ASSETS	51,866,771.92
LIABILITIES	45,836,814.05
SURPLUS AND DIVIDEND FUND, 13% of Liabilities.....	6,029,957.87
1926 DIVIDENDS SET ASIDE, 25% increase	1,983,000.00

The Guardian is growing more rapidly than most old line companies, and in a way that offers unusual opportunities to men of the right calibre. For information, write
T. LOUIS HANSEN, Vice-President

THE GUARDIAN LIFE INSURANCE COMPANY OF AMERICA
Founded 1860 under the Laws of the State of New York
50 UNION SQUARE, NEW YORK

FIRM AS THE RUGGED COAST OF MAINE

Enduring — Substantial — Dependable,
with New England conservatism, and too,
"easy to do business with," whether as
Agent or Applicant.

UNION MUTUAL LIFE
INSURANCE COMPANY
PORTLAND MAINE

Would Have Insurance Supplement Letters

NEWSPAPERS over the country recently carried an Associated Press article about a father in Vineland, N. J., who, believing that he had not long to live, wrote a series of letters to his five year old son, one to be delivered each year on the boy's birthday until he reaches maturity, and the last to be given to him when he is married. The father, a veteran of the World War, recently died while undergoing an operation, and his thoughtful action aroused widespread attention.

A comment upon this action appeared in the "Readers Post Box" of the "Pittsburgh Post" written by John F. Duffy. Mr. Duffy expressed his deep approval of this careful father who wanted his son to have his counsel and influence throughout his youth, but Mr. Duffy added that he should like to learn that, while in good health, the father had made such provision for his dependents as life insurance makes possible. Mr. Duffy said that the birthday letter from this father should furnish health and inspiration to the boy as he grows up, but the story seems incomplete because advice and admonition, whether verbal or written, will not pay the monthly bills and cannot provide for shelter, nourishment or education. The writer stated that surely such a man must have made provision, according to his means and to his standards of living for the necessary expenses of his loved ones after he had died, providing adequately for the upbringing and education of his son and for the well-being of his wife by arranging for a guaranteed monthly income for them after he had gone, a provision which only modern life insurance makes possible.

Interpleader Bill Passed

WASHINGTON, D. C., April 21.—The House of Representatives has passed the bill permitting insurance companies to file bills of interpleader, previously adopted by the Senate. A few changes were made in the text of the measure, the most important of which was the insertion of a phrase limiting the benefits of the bill to casualty and surety companies or associations or fraternal or beneficial societies.

The bill re-enacts the act of Feb. 25, 1925, authorizing the filing of bills of interpleader, but enlarges the law by giving the courts more adequate power in the handling and disposition of such bills.

Tax Case Is Appealed

The Northwestern Mutual Life is appealing to the United States Supreme Court from the decision of the Wisconsin supreme court that income from tax exempt securities should be included in the income upon which the state license fee is collected.

Gaylord Is Advanced

NEW YORK, April 22.—At their meeting the directors of the Home Life elected William F. Gaylord third vice-president. Mr. Gaylord, who will remain in his present position as secretary, has been with the company since 1902. Eustie L. Hopkins of Bliss, Fabyan & Co., was elected a member of the finance committee.

Webb Is Speaker

Walter E. Webb, vice-president of the National Life, U. S. A., spoke before the insurance group of the Junior Division of the Chicago Association of Commerce, Monday night of this week. Ernest Palmer, manager of the Chicago Board of Fire Underwriters, will speak before these young men May 17.

LITTLE EFFECT SEEN

DEFERRED DIVIDEND TAX UP

New York Life Lost Its Case Carried to the United States Supreme Court

NEW YORK, April 22.—Commenting on the decision handed down this week by the United States Supreme Court, in which the New York Life lost its test case to determine whether mutual life companies had to pay income tax of 1 percent on overpayments of premiums made by holders of deferred dividend policies, insurance officials here point out that the decision will have little effect on the companies or deferred dividend policyholders. The suit was for refund of taxes and the companies have been regularly paying this 1 percent tax and auditing their books on that basis. Deferred dividend policyholders are few in number and will not be affected. Formerly many companies issued such policies on which dividends were deferred from 10 to 20 years, but as this allowed the concealment of extravagance and the dividends were very disappointing, companies licensed in New York have not been permitted to write such policies since 1906.

HIGH TRIBUTE PAID SWEENEY

Agents of State Life Roll Up Record Production to Honor Associate Agency Manager

Vice-President Charles F. Coffin of the State Life of Indiana announces that "Sweeney" month in March was the greatest month in the company's history in production of new business. It was in honor of Second Vice-President and Associate Agency Manager Robert E. Sweeney, who was recently elevated to that office. Mr. Sweeney started with the State Life July 5, 1899, as an office boy. He became thoroughly familiar with every department of the company's business. In March, 1903, he was appointed secretary of the agency department and afterwards became assistant agency manager and finally associate agency manager. Mr. Coffin pays him this tribute.

"For 19 years, Mr. Sweeney and I have been in the closest and most confidential relations in the work of the agency department. It is with sincerest pleasure that as I look back on those years, I most heartily and cordially bear testimony to the fact that he has measured up to every responsibility and has cheerfully and faithfully discharged every duty. Office hours to him meant nothing. If there was extra work to do—as often there was—no complaint ever escaped his lips; no excuse was ever offered for delay; the first and paramount thing was to get the work done at whatever cost of time and energy. Promptness, thoroughness,—these have ever been his watchwords. Mr. Sweeney's promotion was fully deserved as it has been earned by years of patient, intelligent, undivided devotion to personal duty and to company interest. We will all wish him the highest measure of success in his new position."

American National Records

Anniversary Month of the American National of St. Louis resulted in three distinct new records for the company: Greatest production of completed business in the first 15 days of any one month, greatest production of completed business on any one day (Celebration Day), and greatest production of completed business in any one month. C. E. Griffin of Ohio was leading personal producer for the month, with A. T. Wright of Oklahoma, a new man in the agency ranks, in second place.

LIFE INSURANCE BY STATES

Business issued in 1925 and amount in force December 31, 1925, in various commonwealths

OHIO

	New Business	In Force
Cleveland	3,634,257	23,927,150
Columbia	1,844,450	12,178,504
Columbus Mut.	7,526,301	57,960,237
Federal Union	2,996,242	16,288,114
Gem City	4,550,976	10,474,348
Midland Mut.	10,846,407	38,138,991
Ohio National	4,913,662	31,814,157
Ohio State	10,687,556	45,034,378
Supreme L. & C.	503,000	1,418,000
Toledo Travelers	863,750	2,524,196
Union Central	19,119,158	127,348,341
Western & Southn.	21,339,251	71,312,851
Acacia	5,888,100	22,302,900
Aetna	20,629,637	75,775,981
Amer. Central	1,497,344	6,407,563
Amer. Bankers	363,067	1,112,230
American, Mich.	366,972	2,719,060
Amer. Nat., Mo.	241,500	1,421,375
Bankers, Ia.	7,701,936	56,091,542
Bankers, Neb.	249,173	2,932,492
Bankers Res.	526,500	874,000
Bank Savings	311,000	280,000
Berkshire	2,170,799	13,927,442
Bus. Men's Assur.	76,500	83,500
Canada	4,257,964	34,327,992
Central, Ia.	2,155,561	5,769,787
Central, Ill.	227,239	227,239
Conn. General	9,759,499	40,744,667
Conn. Mutual	6,857,094	46,710,598
Conservative, W. Va.	1,589,770	7,027,403
Continental, Ill.	5,109,798	14,669,687
Continental, Mo.	1,754,845	1,789,754
Equitable, N. Y.	27,514,458	145,193,523
Equitable, D. C.	1,423,250	4,917,206
Equitable, Ia.	9,271,499	60,275,283
Eureka, Md.	93,020	604,623
Farmers & Tr., N. Y.	1,605,500	2,334,500
Farmers Nat., Ind.	1,532,981	2,345,388
Federal, Ill.	176,313	2,451,784
Fidelity Mut.	2,371,945	15,060,286
Franklin, Ill.	625,080	1,840,829
Geo. Washington	449,248	1,313,635
Girard, Pa.	295,740	1,195,552
Great North., Wis.	163,500	161,500
Great West., Ia.	5,000	6,000
Guardian	1,790,405	10,901,584
Home, N. Y.	2,472,428	17,010,529
Indianapolis	1,458,759	2,217,759
Internat., Mo.	1,569,118	4,720,510
Inter-Southern	2,630,403	8,795,430
Jeff. Standard	309,500	489,300
John Hancock	16,714,219	103,361,669
Kansas City	1,430,337	1,342,837
Lafayette	532,336	1,126,635
Life of Va.	1,533,832	1,623,297
Lincoln Nat.	10,235,095	40,843,383
Manhattan	1,444,011	1,788,150
Manuf., Can.	1,412,553	2,821,562
Mass. Mutual	17,076,731	97,251,966
Mass. Protective	303,500	374,500
Merchants, Ia.	37,000	1,066,528
Metropolitan	51,887,580	323,049,959
Mich. Mutual	2,227,385	15,154,905
Minn. Mutual	766,841	1,962,183
Missouri State	6,424,435	27,684,055
Morris Plan	299,075	408,425
Mutual Benefit	20,342,499	138,465,246
Mutual, Md.	1,837,000	2,643,500
Mutual, N. Y.	26,613,470	165,125,347
Mutual Trust	341,443	415,953
Nat. Benefit	585,500	841,500
National, Vt.	9,461,347	56,407,120

	New Business	In Force
National, U. S. A.	639,594	1,487,746
Nat. L. & A.	848,068	2,415,318
New England	2,320,203	48,082,375
New York	39,340,992	237,218,948
North Amer., Ill.	2,279,181	11,092,799
North Amer. Re.	2,209,500	2,563,300
Northw. Mutual	26,753,200	215,992,208
Northw. Natl.	1,268,962	3,255,111
Pacific Mut.	6,998,050	31,776,050
Pan-American	185,342	77,519
Penn. Mutual	10,494,125	78,680,908
Peoples, Ind.	1,310,907	2,889,863
Peoples, Ill.	106,500	102,500
Peoria, Ill.	1,891,486	2,120,141
Philadelphia	808,446	2,557,613
Phoenix Mut.	3,201,242	18,906,856
Prov. L. & A.	9,000	19,500
Prov. Mutual	7,334,658	50,952,101
Providers, Ill.	126,384	75,928
Prudential	48,169,868	249,039,137
Public Savings	1,985,000	2,675,750
Register, Ia.	5,102,250	920,243
Reinsurance, Ia.	279,607	2,468,874
Reliance, Pa.	4,361,029	16,686,637
Reserve Loan	385,185	2,287,463
Rockford, Ill.	100,260	130,271
Royal Union	1,817,131	16,412,451
Security, Va.	797,142	4,100,534
Security Mut., N. Y.	829,300	5,020,311
Springfield, Ill.	31,500	1,191,054
Standard, Pa.	455,142	480,502
State, Ind.	2,025,326	14,890,777
State Mut., Mass.	8,455,308	54,017,996
Sun, Can.	6,046,152	6,046,152
Travelers	28,599,299	133,804,223
Union Mut., Me.	636,832	2,311,536
Unit. L. & A., N. H.	865,000	2,635,705
United States, N. Y.	536,952	2,996,726
U. S. Nat. L. & C.	69,500	85,000
Victory, Ill.	108,025	100,525
Western Res., Ind.	242,500	140,367
Western Un., Wash.	37,554	18,350
Cleveland	872,239	3,804,665
Federal Union	435	92,037
Ohio Nat.	661,384	710,801
Supreme L. & C., I.	150,517,219	177,010,605
West. & South.	8,158,872	3,513,661
Amer. L. & A., Ky.	528,257	495,444
Amer. Bank, Ill.	4,337,351	7,155,261
Equitable, D. C.	1,744	1,744
Federal, Ill.	734,700	483,800
Fid. L. & A., Ky.	7,059,607	23,449,098
John Hancock	7,246,151	7,187,793
Ky. Central	5,205,893	3,418,939
Life of Va.	179,540,524	278,933,019
Metropolitan	1,104,175,277	12,436,646
Mutual, Md.	2,337,805	3,512,214
Nat. Ben., D. C.	8,908,148	11,570,866
Nat. L. & A.	1,867,779,265	35,436,012
Public Sav.	1,142,235	10,776,877
U. S. Nat. L. & C., I.	891,835	586,815
Federal Un.	7,500	349,500
Gem City	204,616	4,116,718
Ohio State	69,000	344,000
Aetna	75,315,428	100,702,028
Conn. General	10,873,646	12,436,056
Equitable, N. Y.	22,174,770	48,432,925
Guardian	39,000	135,000
John Hancock	850,700	843,100
Inter Southern	1,084,500	1,125,500
Metropolitan	12,544,875	21,768,804
Missouri State	1,540,350	3,286,150
Northw. Nat.	G.	314,000
Prudential	G.15,532,543	19,180,483
Travelers	G.41,244,406	77,322,462
Western Un.	G.	54,000

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CALIFORNIA STATE LIFE

J. Roy Kruse, President

SACRAMENTO

WANTS TO HOLD BUSINESS

Federal Union Life Takes Steps to Get Its Agents to Keep Policies Intact

The Federal Union Life of Cincinnati has added an additional incentive to its agents to conserve business. On all ordinary business on which no renewal commission is payable, beginning with premiums due in April of 1926, a collection commission of 2 percent is paid. To be entitled to this the district must collect and remit to the company within the due month or the grace period at least 75 percent of all ordinary premiums in the district due that month. Superintendents whose staffs reach the required quota will be entitled to one-half of 1 percent of the total collection commission received in the district. Agents who reach the required quota shall collectively be entitled to 1½ percent of the total collection as commission.

Plan for Retirement Pensions

NEW YORK, April 22.—Governor Smith has just signed the Wheatley bill adding Article 6-B, insurance law, pro-

viding that employees, officers and agents of any concern may form a retirement system corporation for pension purposes by filing a declaration of intention with the insurance superintendent.

Enters Two New States

The Midland National Life of Watertown, S. D., has been licensed in Oregon and Idaho, which gives the company eight states in which it is now operating. The company is looking for capable directors in these states.

Life Notes

Zemine Swensen, district manager at Aberdeen, S. D., for the Midland National Life of Watertown, died after an illness of six months. Mrs. Swensen was one of the fine writers of the company and a large personal producer.

James B. Shilmon, secretary of the Aetna Life, and John L. Loomis, president of the Connecticut Mutual Life, were elected directors of the newly organized Bankers Trust Company in Hartford, of which Morgan B. Brainard is chairman of the board.

P. M. Musser, who is the newly appointed general agent of the International Life of St. Louis at Elgin, Ill., visited his home office several days ago. Mr. Musser is a well equipped underwriter and promises a good amount of business for the International in his section of Illinois.

THE OLD LINE
CEDAR RAPIDS LIFE
INSURANCE CO.

A Good Western Company

Up-To-Date Policies Liberal Contracts
Good Opportunities in
Iowa, South Dakota, Minnesota, Nebraska
Cedar Rapids Iowa

HAS UNIQUE METHOD OF SECURING AGENTS

Paul F. Clark Agency of John
Hancock Has Unusual
Success

BONUS PLAN EFFECTIVE

Applicant Must Pass Inspection of Sev-
eral Executives Before He May
Enter Training School

BOSTON, MASS., April 22.—The vital problem of the life insurance agency of the day is the selection of competent new agents, and the agency which can successfully meet that problem is bound to attract attention by the growth and volume of its business. The day has passed when a general agent may hope to satisfy his company with the work done by a small group of part-timers floating in and out of the office as the individuals from time to time pick up a case or two. Nor can a general agent "get away" ordinarily with the work done by his regular staff unless some of the modern methods of special agency training, schools, weekly conferences and quotas are invoked.

Has Attracted Wide Attention

Perhaps nowhere in the country are the general agents more alive to the effectiveness of modern methods of doing business than in Boston, as a whole. Many of the local agencies have schools of instruction, men are taken in on trial under a strict oversight, selection is most careful, and instruction and ob-

servations are most exacting and detailed. Among these Boston agencies is one which has been attracting more and more attention during the past half dozen years, not only because its volume of business has been rapidly increasing, but more because of the new and unique methods which have been devolved to cope with the problems confronting the average general agent.

Agency Has Grown Rapidly

When Paul F. Clark came into Boston five or six years ago to take over the home office general agency of the John Hancock Mutual Life for metropolitan Boston and eastern Massachusetts, he was received with open arms, not alone for his splendid personality and appearance but also because of his alert and vigorous manner of attacking agency problems. Year after year the Paul F. Clark agency has demonstrated the correctness of the high valuation put upon the new manager by the growing volume of business, the business of the agency mounting year by year until last year is reached around the \$16,000,000 figure.

The method pursued by the Paul F. Clark agency in recruiting its agency force is believed to be different from any other and is characteristic of the ingenuity of the manager. Manager Clark starts with the assumption that all his agents are permanent and loyal co-workers with him in the interests of the John Hancock. He believes they are as interested as he in the growth and up-building of the agency. Furthermore he intends that they shall share in the success which comes to the agency through their efforts.

Sought Agents' Cooperation

Soon after he took charge in Boston Manager Clark made the announcement that he desired the cooperation of his agents in securing new agents for the firm. He emphasized the need of careful selection and the choice of men who would stick to the business and produce a living wage volume of busi-

ness. He made the proposition that he would give every agent a bonus of \$100 for any new agent brought in when and if the new agent produced \$100,000 of new business. There was a fair response to this offer but as time went on it was found that the plan was not quite satisfactory. The agents had to wait for their money, there was uncertainty until the new man had made good and the direct incentive was lacking. Moreover, it was believed that the bonus was too high.

Divided the Bonus

The plan was changed, in a degree, and Manager Clark made a new proposition. It was to the effect that any agent who brought in a new agent should be paid a bonus of \$25 at the time and another \$25 when the agent had written his first \$100,000. This was reducing the bonus by one-half, but there was an immediate cash value to the offer which was most agreeable. Further, it influenced the agent to see that his protege made good, with another \$25 coming along as a reward. The latter plan has now been in effect for some two or three years and the measure of its success may be seen in the fact that practically two-thirds of the agency force of some 65 men in the Paul F. Clark agency is made up of these recruits.

Must Pass Close Inspection

While the new men are carefully picked by the regular agents and must merit the most careful and searching analysis of the agent, it by no means follows that the recruit is taken at once into the agency. When a new name is presented the individual is brought into the office. First he goes to see the head of the agency, Mr. Clark, then he passes along from one to another of the executives of the office. By that time he has been looked over, questioned and quizzed by no less than five executives. A report is asked from each of the five executives and if three of these reports are absolutely positive in favor of the

applicant he has passed this preliminary test. Otherwise he is rejected.

Next comes a four weeks' course in the training school of the agency presided over by George H. Doggett, a graduate of the Carnegie School and president of its alumni association. During this period the recruit is given most careful instruction and training and every step he takes is under supervision. Upon completion of the school course the new agent starts out to do business. He has not even yet attained full membership in the agency, but when he has turned in his first \$100,000, he is given a diploma testifying to his being a full time agent who has passed meritoriously the course of instruction and written \$100,000 of business. It is a significant fact that of all the men who have been recommended by the agents and passed the supervision of three executives, only one man has failed to make good in his school of instruction course and the writing of the required \$100,000.

Gets Reduced Commission

The new agent, during his probation period is allowed a commission 5 percent below the contract given the regular agent of the company. This takes care of the bonus to the agent bringing in the new man. There is no limit to the number of men who may be recommended by the full time agents and their recruits are limited only by the number of men whom they may enlist and who will meet their own approval. Nor is the offer limited to the full time agents. Not a few of the recruits have been known to bring in new agents who proved highly satisfactory and have been accepted, and for which they have been paid the bonus, even before the sponsor has passed his own probation period. Manager Clark finds that the system of putting the man through the training school and awarding a diploma after qualifying with \$100,000 of new business, tends to make the new man a most loyal and permanent member of the John Hancock family, and the Paul F. Clark agency.



Diminishing Premium Policy

25 Pay Life—Endowment at Age 85
Amount \$1000 Age 35

Policy Years	Annual Premium
1 to 5.....	\$33.87
6 to 10.....	28.79
11 to 15.....	23.71
16 to 20.....	18.63
21 to 25.....	13.55

Premiums may be deposited annually, semi-annually, quarterly, or monthly.

Waiver of Premium Disability, Income Disability, and Double Indemnity may be added.

Non-Medical applications up to \$3000.00 at ages 15 to 45, and up to \$2000.00 at ages 10 to 14.

A standard Franklin policy: If you want to know more about it, write.

PREDICTS LIFE SPAN WILL BE 200 YEARS

Professor Hart of Bryn Mawr
Bases Expectancy on Experi-
ence of Past

PROLONGING HUMAN LIVES

Evidenced by Man's Increasing Mastery
Over His Physical Environ-
ment

If the length of life goes on increas-
ing at the rate indicated by the experi-
ence of the past three centuries, the life
expectancy of babies born in 2000 A. D.
will be over 100 years, according to
Hornell Hart, professor of social econ-
omy at Bryn Mawr College. This
would mean that some of these babies
would probably live to be 200 years old.

Human Life Greatly Prolonged

The prolonging of human life, Prof.
Hart points out, is but one evidence of
man's increasing mastery over his phys-
ical environment. In the past 200 or
300 years man has invented more new
tools and machines than in the millions
of years of his previous history. For
hundreds of thousands of years man was
content to use the same crude stone im-
plements. Today invention and innova-
tion go on at such a pace that the most
complicated, intricate machine is likely
to become obsolete almost over night.
Another quantitative index of the accel-
erating control of man over nature can
be seen in the length of span over which
he can throw a bridge. Before the dis-
covery of the true arch about 2500 B. C.,
the longest spans did not reach 40 feet.
The designs for the proposed bridge
over the Hudson River call for a span
of 3,240 feet.

Inventions Travel With Great Speed

The speed at which inventions spread
is another illustration of the acceleration
of progress. Knowledge of pottery mak-
ing, which was invented about 1600 B.
C., took 400 years for every 100 miles
it spread from its place of origin. Agri-
culture spread at the more rapid rate of
300 years for every 100 miles. The
spread of printing, which was intro-
duced in Europe about 1440 A. D., oc-
curred at the rate of 100 miles every
eight years. It took the idea of railroads
only two years per 100 miles of diffu-
sion. In our day the radio was taken
up almost simultaneously in Europe and
America.

Longevity Shows Steady Increase

As to the great increase in longevity,
it is unfortunate that no reliable knowl-
edge exists about the expectation of life
before the 16th century. From 1550 to
1875, the average length of human life
increased at the rate of about 0.8 years
per decade. Since then the gain has
averaged 3.2 years per decade—a rate
four times that of the earlier period.
This great upward sweep in the curve
began just after the demonstration of
the germ theory of disease in 1865. It
has been mounting more rapidly in re-
cent years. For the 16,000,000 industrial
policyholders of the Metropolitan Life,
the expectation of life at the age of 10
increased at the rate of 5.1 years for the
decade between 1911 and 1921.

Older Ages Live Longer

Until 1910 babies and young children
were gaining longer and longer pros-
pects of life, while people over 50 were
losing. Their chances of life were get-
ting shorter as compared with people of
the same age in previous decades. But
the tide has turned, and old persons now
have longer lives ahead of them than
they had a decade ago.

Many authorities assume that there is

a normal limit to the length of human
life, beyond which further extensions
are impossible. This assumption is only
an assumption. Scientists have shown
that our bodies are composed of multi-
tudes of potentially immortal cells. It
is merely the faulty organization of the
cells that makes the whole structure
subject to death. Every day research
workers find new means to improve the
workings of our imperfect organisms.

Productive Period Increased

The probable extension of life will
have a profound effect upon the social
order. The productive period of life will
be greatly lengthened, for the years of
helplessness and dependency in youth
are not likely to be increased. Today
the individual accumulates knowledge
and experience for a half or three-quar-
ters of a century and then vanishes with
all his wisdom of years, and his suc-
cessors are obliged to learn all over
again for themselves the things he had
acquired. With the extension of life the
accumulating period will extend to a
century, a century and a half, and ulti-
mately much further. Men and women
will go on working into their second
century of productivity and their
heaped-up wisdom will be an incalcula-
ble asset in the future history of the
race.

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MORTON BIGGER
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Chicago Manager

A Program of Expansion

Your Attention is Especially Directed to the
"History in Figures" Below.

End of Year	Admitted Assets	Liabilities Including Capital	Surplus and Contingent Reserve	Policy Holders Reserve	Insurance in Force
1901	\$ 279,467	\$ 209,109	\$ 70,358	\$ 8,450	\$ 1,301,774
1913	447,095	382,794	64,301	177,252	5,017,574
1918	1,140,608	999,625	140,983	785,414	9,505,850
1919	1,329,362	1,189,053	140,309	978,205	12,538,712
1920	1,590,518	1,437,972	152,446	1,225,573	15,068,390
1921	2,000,827	1,882,556	178,271	1,589,119	17,542,346
1922	2,334,190	2,133,840	210,350	1,892,753	17,548,118
1923	2,641,750	2,358,665	283,085	2,113,221	18,109,824
1924	2,936,981	2,606,433	330,548	2,356,127	20,067,450
1925	3,193,594	2,953,134	334,353.66	2,624,109	23,382,545

We offer policy contracts to meet every human need that
can be served by life insurance, co-operation to satisfy
every reasonable request by an agent, and a unique pre-
approach plan that will furnish you with an unfailing
supply of live prospects.

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AGENT'S ATTITUDE TOWARDS THE BUSINESS SUMMED UP BY OLIVE

ONE of the important topics at company conferences during the past few years has been the question of the attitude of the companies toward the life insurance business, but little has been heard from the agency force as to the agent's attitude towards the business. William J. Olive, general agent for the Franklin Life at Holland, Mich., and one of that company's leading producers, has expressed his opinion that this is equally as important as the company attitude and one that should be given more attention, as the vast army of life insurance agents is the direct connecting link with the insuring public and their attitude is a direct reflection of the business itself.

Quality Better Than Volume

He said he believes the attitude, at least of those who are attaining any degree of success in the business, is that the business is greater than the company, the policy or the agent. He said that every agent should realize that the life insurance business of itself is the greatest part of the program and not particularly the form of policy written, the form of organization of the company writing it, or the individual writing the business. A general recognition of this would result in an improved class of business, as quality is preferable to volume. Mr. Olive pointed out that companies are more and more getting away from the high pressure method of producing volume at the expense of quality and are now stressing the development of the quality of the business. The agent must work to serve and not necessarily to get rich. He said that the word "service" is much overworked and yet it is the basis of the life insurance business.

Mr. Olive said that the development

along this line is not a matter that can be handled by the agents alone, but must be worked out by the companies and agents hand in hand. A better agency force should be developed all along the line and this is not only a problem for the individual agent to take on as a personal responsibility, but one for the company to recognize in building the agency forces. He said that everyone looks to the one above him as an example and if an unscrupulous general agent is appointed, his entire agency force will be influenced that way. He drew a comparison with his own experience sometime ago when taking violin lessons. He took lessons for some time from a mediocre teacher and later, when studying under a real violinist, he found that it took him many months to overcome the poor methods learned during the few lessons from the mediocre teacher.

One direct result of improper agency appointment is the rapid turnover in the ranks of agents. Mr. Olive referred to statistics that show that 30,000 agents are annually unloaded. With that many leaving the business every year, many times that many are given a poor idea of the life insurance business, as these agents would not leave the business unless dissatisfied. This constant turnover reacts on the other agent's business and thus every effort should be exerted to prevent the retirement of an agent from the business. The companies could assist by adopting a more stringent program of selection of agents, but the agents themselves could cooperate by developing themselves in the business. They should strive constantly to improve. Each week should see some definite improvement and a greater appreciation of the business

they have taken up. If every agent did this, it would result in a great change in the business and a great reduction in the number of agents that annually retire.

Sound Business Renewal

Mr. Olive said that great strides had been taken in this direction in recent years and one of the greatest improvements in the business, though one that requires even further development, is the more careful selection of business. The indiscriminate writing of business merely to show a gain is poor business and does not work a lasting effect for either the agent or the company. A sound business that will regularly renew each year is the most profitable. Mr. Olive has attempted to develop this class of business and his success along this line is reflected in the experience over his 23 years' connection with the Franklin Life in Holland. He has been with the company during the entire period in that comparatively small city and has never shown a renewal rate of less than 98 percent. He writes the business to stay on the books and the basis for this is writing it to serve and to fill actual needs. Mr. Olive believes that the educational policy is one of the greatest lines to develop and practically all of his business is written with this in view. He said that life insurance not only stands to guarantee education, the most important factor in modern business; but also to reduce and prevent crime, as statistics have shown that 85 percent of the criminals come from the uneducated. Business sold either to guarantee education of the applicant's family or to protect the applicant himself is business that will last and permit a renewal approaching the 100 percent mark.

Mrs. Mary A. Derse, 60, wife of James H. Derse, special agent for Northwestern Mutual Life in Milwaukee, was found dead in the attic of her home last week. Death was apparently due to cerebral hemorrhage. It was believed that she had gone into the attic on an errand and she was stricken there.

WILL BE FULLY PAID STOCK DIVIDEND IS DECLARED

Federal Union Life Will Add \$25,000 to Its Capital, Making That Item \$250,000

President Frank M. Peters of the Federal Union Life of Cincinnati announces that a stock dividend of one share for every nine has been declared. This is in addition to the 40 cents per share refund on contributed surplus declared at the annual meeting, which is equivalent to a 4 percent cash dividend on the par value of the outstanding capital. The paid-up capital of the Federal Union Life is \$225,000, although its authorized is \$250,000. President Peters stated that the declaration of a stock dividend of \$25,000 will bring it up to the full authorized amount.

Act to Meet State Laws

The laws of some states in which the company desires to enter require that all the authorized capital must be fully paid up. The surplus to policyholders is about \$375,000. The company is having a prosperous year in 1926 and has established a number of new general agencies.

Life Notes

John M. Behling, 58, special agent for the Northwestern Mutual Life, associated with the Clifford McMullen home general agency, died suddenly in Milwaukee April 7. Mr. Behling had been associated with the Northwestern Mutual about 25 years. He was a brother of William F. Behling, cashier of the company.

Milford G. Fox, agent for Central Life of Des Moines at Fond du Lac, Wis., addressed the class in salesmanship at the City Business college there last week, basing his talk on the selling of life insurance. He pointed out the best course to pursue when selling insurance and told of objections which are raised by prospects.

SPRINGFIELD LIFE SERVICE



Agents in the field service of the Springfield Life Insurance Company will find the co-operation extended by the Home Office both helpful and profitable.

For instance—

A Prospect Bureau that really functions is among the practical field aids operated under the direction of the Company's Agency Department.

Also and equally important—

Business will be accepted from all present policyholders, more than 70,000 of them, and from members of their families, on the Non-Medical basis.

All Standard Policies are written, with or without Total and Permanent Disability, Premium Waiver and Double Indemnity.

THE COMPANY'S PREFERRED ORDINARY LIFE POLICY IS A BIG SELLER

Business in Force, \$80,000,000

Admitted Assets over \$6,000,000

Surplus Funds over \$600,000

GOOD OPENING FOR LIVE AGENTS

SPRINGFIELD LIFE INSURANCE COMPANY

Home Office:
Springfield, Ill.

C. HUBERT ANDERSON, Supt. of Agencies

A. H. HEREFORD, President

TALKS WITH LIFE INSURANCE MEN

DR. E. G. SIMMONS, vice-president and general manager of the Pan American Life, says that sometimes officials may question the value of contests. He gave an illustration to show that leadership does count. He said that for some time his company did not have a contest for leadership or give prizes. One time an agent walked into Dr. Simmons office and put beside his desk a magnificent gold handled umbrella. Dr. Simmons was attracted to it and picked it up. He saw engraved on it, "Given as a first prize to — by the Pan American Life Insurance Company as the winner in the production contest."

Dr. Simmons was amazed and asked the agent what he meant by it. He pulled out a watch that was similarly engraved and then also took from his pocket a wallet on which was printed, "Presented to — by the Pan American Life Insurance Company for second prize in year's production."

The man said that these things were impressive. He put his umbrella down beside a desk and the person he was canvassing would be attracted to it and on reading the engraving would feel that here is a man with a great record. These prizes are used to good advantage, Dr. Simmons said in canvassing. Frequently, a man can write a policy, if he tells his friends that he wants to win in a contest. The best thing about it is that even in putting on a little pressure he is rendering his clients a service. Dr. Simmons said there is a buoyancy created by being in the leader's class. A man who is going along strongly, gathers much more momentum. His sales increase, he feels a greater power and nothing can stop him.

* * *

JULIUS ASHEIM of Greb & Asheim, state managers of the Lincoln National Life at Portland, Ore., inquired at one of the Saturday afternoon agency development meetings in his office if anyone had met with objections during the week and he offered to try to solve the problem. One of the agents brought up the case of a prospect who had four dependents, consisting of a wife and three children and who claimed to have all the insurance he could safely handle on his income. Mr. Asheim then takes up the discussion: "His salary was \$225 per month. We found that the protection he had been fortunate enough to obtain so far would only yield about \$57 per month for a period of 20 years, if paid under optional settlement provisions.

"On the spur of the moment I created the following story: Assume Mr. Risk was employed in a group of 20 men, all similarly situated and all drawing the same salary, and suddenly during an extremely dull season they were called upon by the head of the firm to eliminate one of their number to cut down the overhead of the concern. They were to draw lots to determine which one was to lose his income entirely.

"However, before the drawing, a suggestion was made whereby the burden instead of falling heavily upon the shoulders of one unfortunate could very easily be assumed by all the rest, if each would but contribute \$10.00 per month from his salary. In that way 19 of them would pay the loser and his family \$190 per month and still have \$215 per month for their individual use. If you were the man who was to receive the \$190, only, what would you do?

"But fortunately you are one of the others who will draw \$215 per month from now on and this \$10 will not be contributed to anyone else's family, but your own. Besides it will guarantee to create an additional and necessary income of \$50 per month for ten years following the adjustment period of your death and until Fred will be at least 18 years old, Mary will be at least 16,

and John will have reached the age of 13 years."

* * *

THE man of affairs who wants to get rid of the agent often says, "I can make more money by putting my savings back into my business than any life insurance company can make for me." This excuse is insidious because there is some element of truth in it. But those who raise this objection ignore the fact that the primary object in any life insurance transaction is not to make money, but to protect it.

Nevertheless, life insurance is an investment. And the reason that many men are ignorant of this fact is because they imagine that life insurance is precisely like fire insurance. And as they understand fire insurance they assume that they understand life insurance. They know that fire insurance is not an investment. They know that they will never get back any of the money—the premiums—that they pay for it. They know, moreover, that they will get no return at all if there is no fire, and that the only return in that event will be the bare value of what has been lost.

So it is with marine insurance. And yet all prudent people regard fire and marine insurance as essential. Until people recognize the fact, therefore, that life insurance is essentially different from fire and marine insurance, they will underestimate its value.

The life insurance company is really a great bank. The deposits made by all the policyholders are payments on account of investments which have substantial value. This value cannot shrink, and many a man has said truly that his life insurance has been the best of his investments.

Cannot Lose His Savings

The owner of a policy of \$50,000 knows that at its maturity it cannot be worth less than \$50,000, although it may be worth more. It furnishes, moreover, a convenient channel for the investment of surplus funds because it is not necessary to pay the entire purchase price in advance. Payment is made gradually by means of moderate annual deposits. And if death comes prematurely—after only a few deposits have been made—the investment will be converted into cash, and the purchase price will have been (comparatively speaking) very small. If on the other hand life is prolonged, there will be compensating advantages: Increasing refunds (dividends) will reduce the cost, and the owner of the policy will be given time to earn money and accumulate capital, gaining meanwhile confidence and peace of mind from the protective feature which forms so important a part of the transaction.

The investor in life insurance is benefited also by the interest earnings of the company, and by its savings and profits. Consequently, his policy is a valuable asset; and whatever its cost its ultimate value is fixed. And although in some cases the cost is trifling, and in the majority of cases moderate, there can be no case in which the value of the insurance as an investment can be honestly questioned.

It is quite true that in most instances the investment is adjusted in such a way that it shall not be utilized by the beneficiary while the investor is still alive. But that is not an accidental adjustment—it is what the investor desires. If he wants the investment to mature during his own lifetime he can secure an endowment policy, under which the protection is the same while the element of savings is greater.

R. G. Allen has been transferred from the Waterloo, Ia., office of the Phoenix Mutual Life to the Des Moines office as special agent. He succeeds Frank McDevitt, who was transferred to Omaha as manager for the same company.

GET WITH A
LIVE COMPANY

That's progressive, full of pep and does things
for its Agents and Policyholders like the great

BANKERS LIFE COMPANY OF IOWA

The most popular company in the field today—with the fastest
selling policies ever offered—and backed by an Agency force
that's breaking all records.

FOR FULL TIME MEN WE OFFER—

- 1—Free Schooling starting soon.
- 2—Free Circularizing.
- 3—High grade premium notes handled.
- 4—Advances against commissions on high grade premium notes.
- 5—A Line of Special Estate and Income Contract Unsurpassed.
- 6—Rate Book illustrations that help you sell and sell big.
- 7—Preferred disability for professional men and executives that is written by no other Company.
- 8—Regular Disability and Double Indemnity.
- 9—Preferred Risk Rating and Class A, B and C Ratings.
- 10—Covering the entire field as no other Company covers it.
- 11—Monthly Saving plan for employees in groups of five or more.
- 12—Other helps such as no other Agency offers you and backed by a live General Agency Staff.
- 13—If you want to sell the best and most popular Estate Contracts in the Field—Join the Chicago "I WILL" Agency.

Brokerage Business Handled
De FOREST BOWMAN
AGENCY MANAGER

BANKERS LIFE COMPANY OF IOWA

80 E. Jackson Blvd., Suite 637-649
Phone Harrison 8054

CHICAGO

Here is a Wallet!

You
Will Be
Proud to Give!

K AUFMAN'S Systeman Security Holder is an honest to goodness good will builder. It typifies to your clients the brand of service you render—your appreciation of their patronage—and often it helps deliver those extra policies.

It is the best leather container on the market designed to provide a place for insurance policies, bonds, and other valuable papers.

A standard size at \$2.25 and a large size at \$3.15. Get the quantity rates now.



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E. L. KAUFMANN

Room 700, Austin Bldg.

111 W. Jackson Blvd. Chicago, Ill.

Telephone Wabash 3933

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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Subscription Price, \$3.00 a year; in Canada, \$4.00 a year. Single Copies 15 cents
In Combination with National Underwriter (Fire and Casualty) \$5.50 a year; Canada \$7.50

Should Promote Crocker's Candidacy

Insurance men everywhere who have a voice in their local chambers of commerce should not overlook the candidacy of WALTON L. CROCKER of Boston, head of the JOHN HANCOCK MUTUAL LIFE, who is running for a directorship to represent the New England district in the UNITED STATES CHAMBER OF COMMERCE. Mr. CROCKER has been nominated by the BOSTON CHAMBER OF COMMERCE, Providence, R. I., chamber, the Hartford chamber, Portland, Me., chamber and the Concord chamber. Endorsements have come from many business organizations outside of New England.

Mr. CROCKER is a director of the BOSTON CHAMBER OF COMMERCE and a direc-

tor of the FIRST NATIONAL BANK of Boston. Delegates from the various local chambers to the national convention of the Chamber of Commerce of the United States in Washington will vote for these directors. Insurance men therefore may do some missionary work by getting these delegates to vote for Mr. CROCKER who is not running on any insurance ticket, but purely as a business man representing New England. He has been president of the JOHN HANCOCK MUTUAL since 1921. He is interested in civic and philanthropic affairs in his community. He is in every way qualified for the place and should be given whole-hearted support.

The Cultivation of Good Will

EVERY man in the insurance business has an intangible asset that is highly valuable even if it cannot be measured by any commercial rule. That is the confidence that people have in him and the good will that he enjoys.

Insurance to most people is an intricate factor. They do not understand how rates are made, how rules are established, or how the machinery is run. They look to some man who is selling insurance to interpret the contract to them in language that they can understand, and they expect him when they are in trouble to stand by them and give them his service. They know little about individual companies. They insure with the man and not with an institution.

An agent can commit business suicide in a very little while by deception and misrepresentation. First he should believe absolutely in his company and in its management. He must have implicit faith in its honesty and steadfastness. He should know the contracts that he is selling so that he can fit them to the needs of the assured. The agent who writes his business right in the first instance has very little trouble afterwards. The policyholders seldom see a company representative. The agent is the company so far as they are concerned. He is the personification of the corporation.

HENRY C. WALTERS, the well known Detroit attorney, in commenting on good will as applied to agents, says:

"Litigation frequently arises where agents have winked at, if not actually encouraged concealment or misrepresentations in the application. When loss occurs the company is obliged to interpose these misrepresentations and concealments as a defense, and immediately the good will of the company suffers. If an agent is a party to such concealment or misrepresentation he not only injures the company financially, but detracts from its good will and also handicaps himself.

"Litigation is never profitable to the company, but upon principle it is sometimes necessary. It is better for the agent and the company that ten applications be refused because the hazard is not one which can be assumed by the company, than that one application be put through by means of concealment or misrepresentations, the facts of which will surely develop upon presentation of claim for loss.

"Honest zeal on the part of the agent is always commendable, but no agent should let the prospective commission so blind him that he cannot detect concealment or misrepresentation. If he does so, he is sacrificing permanent results for temporary advantage.

"Good will is a most valuable asset to the company, but it is more valuable to the agent. He should guard it carefully, and permit no act or neglect of his to detract from it."

Should Have Terminal Facilities

A MAN said the other day that the first thing to learn about driving an automobile is how to stop it. This, it might be said, applies equally well to those giving after dinner talks. There are many insurance

men that handicap their success by not knowing when to stop talking. A man with good terminal facilities is to be admired and is much more likely to achieve success.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Howard P. Dunham, insurance commissioner of Connecticut, is on a visit to the insurance departments of Kansas, Missouri, Ohio and Virginia.

H. T. Lewis, former manager of the Fargo branch of the Mutual Life of New York and now in charge of the Minneapolis branch of the company, received the prize birthday present last week in the form of a baby girl who arrived on his birthday anniversary.

Samuel O. Buckner, inspector of agencies for New York Life at Milwaukee, was the guest at a party given in his honor at Milwaukee in celebration of the 40th anniversary of his connection with the company. A loving cup, floral offerings and speeches featured the tribute to Mr. Buckner, who rose from a clerical position to his present office. More than 50 employees of the company were present and E. B. Gay presided.

W. B. Kirk, one of the leading producers of the Provident Mutual Life, both in the Los Angeles agency and in the company's entire field, died in Los Angeles last week, from an attack of the "flu," followed by bronchial pneumonia. Mr. Kirk was 58 years of age and had been a member of the Los Angeles agency of the Provident since 1912. He led the agency in 1925 and qualified for seventh place among the company's leaders in the United States. He was leading the agency for the current year up to the time of his death.

On the invitation of William H. Hunt, president of the Cleveland Life, Haley Fiske, president of the Metropolitan Life, addressed the Cleveland Chamber of Commerce at its annual meeting Tuesday. His subject was "Industrial Relations." Mr. Fiske arrived in Cleveland Monday and was met by Mr. Hunt and H. C. Robinson, vice-president of the Guardian Trust Company, who constituted the reception committee.

Mrs. Clementine E. Morton, wife of Minor Morton, died recently in New York. Mr. Morton until a few months ago was agency director of the Atlas Life of Tulsa, Okla. Previously he had been vice-president and agency manager of the Volunteer State Life. Mr. and Mrs. Morton for the last few years made their home in New York City. He was manager of one of the city agencies of the Equitable Life of New York there until 1918.

Due to the illness of Mrs. Hill, H. B. Hill, president of the Mutual Life of Illinois, accompanied by Mrs. Hill and Dr. and Mrs. J. R. Neal have left for Signal Mountain, Tenn., where they will sojourn for a few weeks during Mrs. Hill's recovery.

K. M. Sacks, agency manager of the Sacks agency of the Equitable Life of New York in Chicago, has recently returned to his office again after an illness of several months. Mr. Sacks was taken ill with pneumonia last fall and after recovering sufficiently from that spent several months in California recuperating. During his absence the agency work was conducted by W. A. Weismann, assistant agency manager.

Harold F. Larkin was elected vice-president of the Connecticut Mutual Life at a meeting of the directors. He had been second vice-president since Oct. 2, 1925, when he was advanced to that position from secretary. Mr. Larkin is chairman of the West Hartford board of finance and has served in the capacity for several years.

He was born in Winsted and was graduated from Yale University in 1906, his high scholarship winning for him the golden key of Phi Beta Kappa. After



HAROLD F. LARKIN

graduation he entered the actuarial department of the Connecticut Mutual and was appointed assistant actuary July 6, 1917. On Nov. 22, 1918, he was promoted to assistant secretary and on March 26, 1920, was made secretary. He has won honors in actuarial work as an associate member of the Actuarial Society of America.

Thomas W. Blackburn, secretary of the American Life Convention, who recently returned from a trip abroad, was in Chicago Monday and went on to Columbus, O., to confer with Harry B. Arnold, president of the organization. Mr. Arnold is president of the Midland Mutual Life. Mr. Blackburn is taking a swing around the circle and will not return to his office until the latter part of next week.

John H. Gundlach, a member of the board of the Central States Life of St. Louis, died last week following an attack of influenza. He had been a member of the company's board since 1914. He was regarded as one of the foremost citizens of St. Louis. He gave liberally of his time and was a pioneer in city planning and other civic enterprises.

Vice-President Thomas A. Buckner of the New York Life is in a hospital at New York on account of an operation for gall stones. He is recuperating and getting along in good shape. The agents are engaged in a contest from April 19 to May 29, in honor of Mr. Buckner.

James S. McNulty, president of the Scranton Life of Scranton, Pa., was found dead in his bed April 16. His wife died several weeks ago.

Julian Weddell of Chicago, son of T. Rockefeller Weddell, editor of the "Insurance Post" and associate editor of the "Insurance Field," has joined the staff of the "Spectator" of New York and is put in charge of the Chicago office. Julian Weddell has done considerable insurance newspaper work, has grown up in the business so to speak and is a young man of fine ability. Recently he has been connected with the National Inspection Company of Chicago.

E. A. Marthens, who was formerly general agent of the Great Northern Life at Milwaukee, but who was transferred by the company to San Diego, Cal., is confined to Mercy Hospital in the latter city and will probably not be able to get to work for some weeks. Even at that he wrote a \$5,000 life policy and secured an accident and health application in his hospital room.

LIFE AGENCY CHANGES

NEW GENERAL AGENTS NAMED

Volunteer State Appointments Are Made in Various Sections of the Country

The Volunteer State Life of Chattanooga, Tenn., announces the appointment of N. C. White as general agent at Charlotte, N. C., and adjacent territory. Mr. White has been a life insurance man for over ten years and is well equipped to take on his new duties.

Gideon P. Wade, of Nashville, Tenn., has been appointed general agent. Mr. Wade is a graduate of Vanderbilt University and has been engaged in the insurance business in Nashville for nearly 20 years.

The Volunteer State Life has now been licensed in Missouri, and announces the appointment of Weissenborn & Reynolds as general agents for St. Louis county, with offices in the Pierce building, St. Louis. Weissenborn & Reynolds conduct a large general insurance business in St. Louis. Oppenheimer Bros. have been appointed general agents for Jackson county, Mo., with offices in Kansas City. This is an old established general insurance office.

At Dallas, Tex., the company has appointed F. A. Wernette to take charge of the second agency in Dallas, succeeding F. L. Eulless, resigned. Mr. Eulless left the Volunteer State to accept a position as superintendent of agencies with another life insurance company. Mr. Wernette resigns the assistant managership of another life company at Dallas to accept a general agency of the Volunteer State Life. At San Antonio, J. Wylie King and M. H. Clark have been appointed general agents.

MAKES MANY APPOINTMENTS

Equitable Life of Iowa Announces New General Agents at Some Important Points

Announcement is made by the Equitable Life of Iowa of the opening of a new agency office at Springfield, Mass., and the appointment of Howard C. Shaw as general agent. Mr. Shaw was previously the assistant general agent in western Massachusetts and Vermont of the Connecticut Mutual Life. He is a native of Springfield, a graduate of the grammar school and Central High School of that city and also a graduate of Boston University. He was previously engaged in the newspaper business, having been on the advertising staff of the Boston Herald and the Springfield "Republican."

Appointment at Decatur

Herbert Hendricks, for the past seven years general agent for the Equitable Life of Iowa at Quincy, Ill., has been promoted to agency manager at Decatur, Ill., succeeding B. A. Hedges who retired from that position recently. Mr. Hendricks is the president of the Organization Club of the Equitable Life of Iowa for 1925.

He will be succeeded at Quincy by S. J. Smith who has been promoted from a soliciting agent to the position of agency manager in that city. Mr. Smith has had four years' experience in life insurance selling and organization work and has been very successful in the Quincy agency of the Equitable Life of Iowa of which he has been a member since March 10, 1925.

New Chicago Office

The Equitable Life of Iowa has recently established a new agency office in Chicago to include considerable territory in Illinois adjacent to Cook County. Lawrence A. Williams who was previously with the Equitable Life of Iowa for several years and who has

Want A Magnetic Personality?

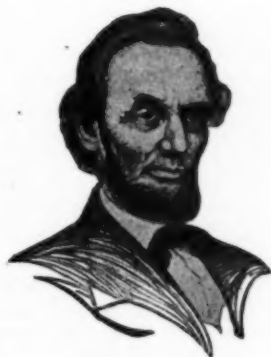
"In five days I will give you a magnetic personality that will draw people to you irresistibly and make you a success in society and business."

An eastern professor offers to do this for \$3.00—but it is beyond us.

We will get right on the job with you in an effort to help you build up business in the territory you select. We will issue your policies with dispatch and will pay claims without delay. We will offer you a range of prospects from age one day to seventy years, women accepted on the same basis as men, and risk assumed on persons having slight physical impairments or engaged in hazardous occupations.

We cannot magnetize your personality but we can give you honest-to-goodness cooperation of a brand that makes it pay to

LINK UP WITH THE LINCOLN



The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building Fort Wayne, Ind.

More Than \$400,000,000 In Force

Your Prospect's Future is the same as your own

When you line him up for the policy he wants, and the policy he needs, you have made a staunch friend, and contented customers mean repeat orders in insurance as well as other lines of business. Sell this contract:

Any natural death.....\$5,000
Any accidental death.....10,000
Certain accidental deaths.....15,000
Accident Benefits \$50 per WEEK.
(Non-cancellable)
Also Disability Income, Waiver of
Premiums, etc.

ALL IN ONE POLICY

You can see how worthy such a contract is in the hands of a progressive agent and we invite you to give serious consideration to the United Life "Policy You Can Sell."

There may be an opportunity in your town. Our Vice President, Eugene E. Reed, will tell you all about it. Write him direct . . . and directly.

UNITED LIFE AND ACCIDENT INSURANCE COMPANY

Concord

New Hampshire

Inquire!

DISTINCTIVE PROGRESS

"In great things, steady, consistent growth to meet the needs of the times, never slow, never hasty—always forward to accomplishment."

The Mutual Life Insurance Company of New York America's Oldest Legal Reserve Life Insurance Company

The record and progress of The Mutual Life have been distinctive, and the notable changes and developments now marking its history in meeting the requirements of increasing demand and a quickening growth are evolved from almost a century of experience and success.

Policy contracts completely revised in 1925. New contracts attractive in appearance, phrased in every-day language "easy to read," easy to understand and to construe. They contain all the old provisions justified by experience and all the new warranted by science and by the knowledge of experience. Improved Disability and Double Indemnity Benefits—under new provisions.

Salary Deduction (allotment) Plan of insurance now written by the Company.

Children's Insurance now written on standard forms, ages 10 to 15.

An increased Dividend scale in 1925—the sixth consecutive increase.

A majority of policy loans granted locally at Managing Agency Offices.

The Company writes all standard forms of insurance. Same terms to men and women.

Age limits, 10 to 70, inclusive.

A Company conservative for entire safety, but forward-looking and forward-moving in accord with the new spirit and new demand of the times.

Those who contemplate taking up field work are invited to apply to

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

34 Nassau Street

New York City, New York

GAINS IN 1925

Insurance in force.....	35%
Assets.....	14%
Surplus to Policyholders.....	21%
Income.....	50%

THE TOLEDO TRAVELERS LIFE INSURANCE COMPANY

TOLEDO, OHIO

Orson C. Norton, President

more recently been associated with the Northwestern Mutual in Kansas City will return to his previous company as agency manager for the new agency. The agency offices will be located at 33 S. Clark Street, Chicago, adjacent to the Faltyssek & Lininger Agency. Agents who attended the National Association of Life Underwriters meeting at Kansas City will remember Mr. Williams as the partner in the drama, "Thy Will Be Done," in which he helped to put the lesson of business insurance across the footlights.

Appointment at Richmond, Ind.

Kenneth A. Leach has been appointed agency manager at Richmond, Ind., to succeed the firm of Rossey & McCoy, resigned. Mr. Leach is a graduate of Ohio State University and has been engaged in life insurance work about six years as solicitor and organizer.

J. P. Kelly, Jr.

Joseph P. Kelly, Jr., of Joseph Kelly & Co., has been appointed St. Louis general agent for the Northwestern National.

Dan E. Foley

Dan E. Foley has acquired the interest of A. J. Riley in the Riley-Foley Agency of the Central States Life in Nebraska and hereafter will be the general agent in that state. Mr. Riley will continue to represent the Central States in Nebraska until arrangements have been completed for him to represent the company elsewhere.

John E. Dyer

John E. Dyer has been appointed agency supervisor of the Pan American

Life for Central America, with headquarters at Guatemala. He is an American and has spent the last few years in Guatemala.

O. H. Bovik

Oliver H. Bovik, who has been an agent for some time in the K. M. Sacks agency of the Equitable Life of New York in Chicago, has been made assistant agency manager. Mr. Bovik's promotion comes in recognition of a fine record of personal production.

E. R. Frederick

E. R. Frederick of Beaver Dam, Wis., has been named associate general agent for the Old Line Life in Dodge and Jefferson counties. Mr. Frederick has been with the company a number of years, serving first as a special agent and later as district manager.

E. D. Thompson

E. D. Thompson, for several years stationed at Beaumont as general agent of the Central States Life, has moved to Dallas where he has taken charge of the life insurance department of I. Reinhardt & Son. Mr. Thompson continues representing the Central States through the Reinhardt agency.

Life Agency Notes

Edwin Gould, for a number of years with a leading bond and stock house of Nebraska, has been named as a special agent in that state for the Northwestern Mutual Life.

Simon Galster has been appointed agent at Los Angeles of the Eureka-Maryland Assurance. He is an experienced life underwriter and was formerly an assistant superintendent of the American National of Galveston in its industrial department.

EASTERN STATES ACTIVITIES

CLEVELAND JOINT MEETING

Fire, Life, Casualty and Credit Men Will All Attend Luncheon Addressed by Harry Curran Wilbur

CLEVELAND, April 21.—Secretary Horton of the Fire Insurance Club of Cleveland has called particular attention to the joint meeting of the Cleveland Life Underwriters' Association, the Fire Insurance Club of Cleveland, the Cleveland Casualty Underwriters' Association, and the Cleveland Association of Credit Men, which is to be held here May 5. It will be largely attended by the members of these organizations. Arrangements are being made for a luncheon just before the address.

Interest in Wilbur's Talk

Harry Curran Wilbur of Chicago will make the address. Mr. Wilbur's subject will be "Relation of Insurance to Finance and Industry," a subject in which most of the members of the various organizations mentioned are interested.

Mr. Wilbur is a widely known speaker and has given much thought to the relations of various lines of activities as a whole. Owing to the interest that is being taken by business men in activities aside from their own and the relations between different lines of business and activities that are only recently making themselves known, this address should be exceedingly interesting.

Talks on Life Trusts

"Life Insurance Trusts" was the title of a paper read at the Lawyers Club of Cincinnati by Robert P. Goldman, an attorney of that city. In his talk he sketched the tremendous growth of the life insurance business and went into detail as to the creation of trusts to stop the dissipation of estates. He spoke at length of the advantages and disadvantages of leaving the proceeds with the insurance companies or having the policies payable to a trust company.

NEW YORK STATE BUSINESS

Record of the Legal Reserve Life Insurance Companies in Their Operations in 1925

The New York insurance report shows that last year there was written in new business \$2,579,738,166 in that state by the legal reserve companies. There was \$1,066,293,518 terminated, there being \$12,181,328,130 in force. Of the new business the New York companies wrote \$840,823,159, the other state companies \$900,561,883. There was group business of \$260,460,461 written and industrial business of \$577,892,663.

Of the New York companies the Metropolitan wrote the largest ordinary business, it being \$256,164,275. The Equitable came next with \$232,549,743 and the New York Life was third with \$198,050,576. The Mutual Life followed with \$86,004,906. Then came the Guardian Life with \$25,624,635.

Of the non-state companies, the Prudential led with \$186,987,248, the Travelers being a close second with \$183,830,430. The Aetna Life was third with \$87,008,670. Then came the John Hancock with \$63,385,007, the Northwestern Mutual with \$46,606,640, the Mutual Benefit \$45,852,242, the Penn Mutual \$41,943,358, Union Central \$39,690,945, Connecticut Mutual \$35,715,927.

Of the group companies, Metropolitan led with \$71,828,868. The Prudential came next with \$64,729,372, the Equitable had \$45,217,265, the Aetna Life showed \$39,625,764, and the Prudential \$23,062,433. Of the industrial business the Metropolitan led with \$257,119,644. The Prudential showed \$253,321,280 and Colonial of New Jersey had \$11,846,294. The total premiums collected in New York last year amounted to \$428,110,068, and there were 106,266,693 claims paid. The increase in insurance in force was \$1,513,458,014.

Life Insurance for Library

Life insurance amounting to \$2,000, made payable to the Flint, Mich., public

library, will benefit this civic institution on the death of Helen Lovell Millon of Des Moines, Ia., according to word received from the insured, who is a prominent Chautauqua lecturer and former Flint resident. The money will constitute a memorial to the assured's father, Judge Henry R. Lovell.

To Open Brooklyn Agency

Ennis D. Luther and James P. Graham, Jr., new general agents of the Aetna Life in New York City, have announced that on or about May 1 they

will occupy their new quarters at 176 Montague Street, Brooklyn. The ground floor will be used for brokerage business, while the agency department itself will be located on the second floor. As part of its program of better service, the new firm will have a private wire connection with Hartford.

Hearing on District Code

WASHINGTON, D. C., April 21.—Final hearing upon the proposed new insurance code for the District of Columbia was held at the office of Superintendent T. M. Baldwin, Jr., here today.

IN THE MISSISSIPPI VALLEY

TAKES ON A LARGER OFFICE

Samuel Heifetz Agency of the Mutual Life in Chicago Opens a New Department

The Samuel Heifetz Agency of the Mutual Life in the Illinois Merchants Bank building, Chicago, has had to take on additional space. Ten of the private offices are occupied by personal producers writing upward of \$500,000 or more. Mr. Heifetz is assisted in the work of the agency by John R. Hastie, associate manager, and William F. Dineen, agency instructor. Mr. Hastie is a large personal producer and has had considerable advertising and executive experience. Mr. Dineen looks after the service work of the agency in assisting the men.

Mr. Heifetz has opened a new business department, which assists beginners and coaches them along production lines. This agency had five men who qualified among the 50 leaders of the Mutual Life for paid for business in March. Jack H. Childs of the agency was No. 1 for the entire agency force. The others were Arthur L. Thorsen, Edward A. Bennett, John R. Hastie and John A. Ward.

RULING CAUSES CONFUSION

Decision of Kansas Supreme Court on Forfeiture Results in Misunderstanding Among Companies

TOPEKA, KAN., Apr. 21.—Superintendent Baker has sent a letter to all life companies in Kansas, calling attention to the recent ruling of the supreme court regarding the cancellation of policies in the state. The court ruled that the new forfeiture law did not apply to policies issued previous to Feb. 27, 1925, and that the older policies could be cancelled only under the new law. Superintendent Baker recommended that all companies follow the law of 1913 in giving notice of cancellation of policies issued between Mar. 22, 1913 and Feb. 27, 1925. He stated that if any company has been giving notice on policies issued prior to Feb. 27, 1925, in the same manner as required under the 1924 law, it should at once mail out new notices concerning the forfeiture of these policies, conforming to the notices required by the 1913 law.

It is said that many companies will be required to maintain three sets of records on forfeitures in Kansas by reason of the new ruling. Those policies which did not contain grace periods and were issued previous to February, 1925, may be forfeited 30 days after the premium due date and the notice may be given the date the premium is due. Those policies issued with grace period before February, 1925, cannot be cancelled until 60 days after the premium due date and the forfeiture notice cannot be sent until the grace period has expired. Those policies issued since Feb. 27, 1925, with or without grace periods may be cancelled 30 days after the premium due date and the forfeiture notice may be sent the day the premium is due as the grace period and forfeiture period run concurrently under the new law.

NEBRASKA BUSINESS IN 1925

Preliminary Report of State Insurance Department Shows Liberal Increases Over 1924 Totals

The preliminary report of the Nebraska department shows that good gains were made by the life insurance companies in Nebraska last year. A comparison of the 1925 figures with those of the preceding year follow:

	1925	1924
Stock legal reserve:		
Ins. written....	\$4,455,063	\$116,058,545
Ins. ceased....	52,915,740	56,665,721
Ins. in force....	383,224,397	440,812,544
Mutual legal reserve:		
Ins. written....	55,871,010	62,082,340
Ins. ceased....	37,655,761	34,878,415
Ins. in force....	327,469,096	344,813,802
Assessment life associations:		
Ins. written....	4,589,000	4,348,000
Ins. ceased....	4,097,079	4,579,103
Ins. in force....	24,227,414	24,971,831
Burial associations:		
Ins. written....	95,428	185,986
Ins. ceased....	95,088	105,547
Ins. in force....	453,051	534,240
Fraternal:		
Ins. written....	16,772,880	16,150,278
Ins. ceased....	21,877,544	19,252,418
Ins. in force....	230,132,362	231,824,631

GAINS BY LINCOLN COMPANIES

All Report Good Increases in Business Despite Bad Weather Conditions for First Quarter of Year

LINCOLN, NEB., April 22.—In spite of the fact that one month in the first quarter of the year was marked by weather so rough and unseasonable as to make it difficult to travel into the country or between some of the towns in the state, all of the Lincoln life insurance companies report a satisfactory first quarter's business.

The Bankers' Life put \$3,750,000 of new business on the books during that time, which is over \$500,000 more than the corresponding period last year. R. B. Garmire, the agency director, is now in Illinois, Michigan and adjoining states lining up the field forces for the purpose of securing greater production. The company is represented in the important centers of that section, but Mr. Garmire feels that it is a large part of the territory that can be more intensively covered.

One Shows 50 Percent Gain

The improved agency organization of the Midwest Life turned in nearly 50 percent more the first three months of the year. In 1925 the new business was \$575,000, while up to April 1 this year it exceeded \$841,000.

The Security Mutual's new business dropped from \$1,000,000 in 1925 to \$860,000 the first quarter of 1926. Oak E. Davis, state manager, says this is the result of the new policy of going after quality rather than quantity. The wisdom of this is shown by the fact that a remarkable falling off in the percentage of lapses is noted and that better risks are being placed.

President John G. Maher of the Old Line Life says its new business for the first quarter is slightly in excess of \$2,250,000 or about the same as for the corresponding period a year ago. What is most gratifying is that the renewals have been markedly greater, be-

GROWTH

A matter of natural development.

Our Growth has been persistent.

Our root extends down--not out.

We haven't spread much because we are rooted deep and lastingly in Illinois, Indiana, Kentucky, Missouri and Iowa.

Steady, persistent growth means permanent life.

Men who wish to make a connection or undertake to underwrite life insurance can make an unusually good connection with us now. Write for information and territory desired.

CHICAGO NATIONAL LIFE INSURANCE CO.

202 South State Street

Chicago, Ill.

A. E. JOHNSON, AGENCY MANAGER

We have openings in Ala., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., N. M., N. C., Okla., S. D., W. Va. and Wyo.

Our Agents Have

A Wider Field—

An Increased Opportunity

Because we have

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO

B. R. NUESKE, President

OUR NINETY-FIRST BIRTHDAY

Ninety-one years ago, April 1, 1835, Massachusetts chartered the New England Mutual. This is the oldest Charter now existing.

The granting of this Charter had a vast significance, for it introduced a New Idea, which cleared the way for the present growth of Life Insurance.

THAT IDEA WAS MUTUALITY

New England Mutual Life Insurance Company
of Boston, Massachusetts

Mutuality—

For eighty-one years the idea conveyed by the words MUTUAL BENEFIT—"the good of the whole applied to the affairs of each one"—has been the guiding principle in the treatment of policyholders of this Company.

The Mutual Benefit Life Insurance Co.

Newark, N. J.

Organized 1845

Another Dividend Increase?

Yes, the fourth successive annual increase. A reflection of general prosperity and efficient management. Just part and parcel of our continuous effort to reduce cost while steadily improving a life insurance service that is at all times maintained in the front rank of quality. Nevertheless, we do not emphasize dividends. The more essential task for any company is to keep its policy contracts level with the public's needs, and to distribute enough of them that the economic affairs of the American people may be safeguarded and stabilized.

We invite men and women of high ideals, of industry, and intelligence to come and work with us upon this honorable and patriotic task.

The Penn Mutual Life Insurance Company

Philadelphia, Pa.

Organized 1847

If	If
Territory does make a difference	You are a producer
If	If
Close cooperation is necessary	You believe in yourself
If	If
A friendly interest is needed	You want a REAL job

Write or wire

S. M. CROSS, President

COLUMBIA LIFE

Cincinnati, Ohio

LIFE INSURANCE COMPANY OF VIRGINIA

INCORPORATED 1871
RICHMOND, VIRGINIA
Issues the most liberal forms of ORDINARY Policies
from \$1,000.00 to \$100,000.00
with premiums payable annually, semi-annually or quarterly

and
INDUSTRIAL Policies up to \$1,000.00
with premiums payable weekly
CONDITION ON DECEMBER 31, 1923

Assets	\$44,562,667.40
Liabilities	30,940,092.25
Capital and Surplus	6,632,575.15
Insurance in Force	\$92,834,191.69
Payments to Policyholders	\$2,292,156.76
Total Payments to Policyholders since Organization	\$39,176,371.91

JOHN G. WALKER, President.

ing about 30 percent more than last year. Improved conditions in the territory covered by the company, together with better selling, are given as the reason.

Secretary Joseph Albin of the Lincoln Liberty Life said there were more bad days from a weather standpoint than a year ago the first quarter this year, but that the new business is about the same as then, a little over \$1,000,000. Lapses have not yet been checked up, but there is evidence in the number of renewal premiums coming in that a better and steadier class of business is going on the books.

President R. R. Bays of the Service Life said that new business for the first quarter was about \$1,000,000 more than a year ago. The company is getting better organized in an agency way every month, and development work being pushed. Lapses have been less.

Convention at Iowa Falls

The Cedar Rapids Life held a convention for the north central Iowa agency at Iowa Falls April 15. President C. B. Robbins, Vice-President Jay G. Sigmund, Secretary C. B. Svoboda and Assistant Secretary M. L. Ridgeway attended from the home office, and General Agent E. C. Ford had representatives from his entire territory, including Waterloo, Rowan, Woolstock, Titonka and other towns. Mr. Ford had also as his guests the Cedar Rapids Life general agents from Mason City, Fort Dodge and West Union. A school of instruction was held in the afternoon and a banquet in the evening. Speakers of the banquet were Colonel Robbins, Secretary Svoboda and Mrs. W. S.

Pritchard, insurance instructor for the State Federation of Women's Clubs.

Kansas City Life Wisconsin Meeting

Edward Madden & Son, Wisconsin state agents for the Kansas City Life, will hold a convention and school of instruction in Milwaukee, May 7-8. A contest based on volume and number of applications the first four months of this year is being held. Those qualifying will attend the meeting in Milwaukee. It is expected that about 50 agents will qualify.

Several officials from the home office will attend, including J. B. Reynolds, president, and Frank Barr, vice-president and superintendent of agencies. Walter Cluett, instructor of agencies, will conduct the school of instruction.

Madden & Son opened up Wisconsin for the Kansas City Life three years ago and have made a remarkable record.

Bankers Life Lincoln Meeting

Forty members of the Nebraska agency force of the Bankers Life of Des Moines, some of them accompanied by their wives, attended a four-day school of instruction in Lincoln, Neb., this week. The work was in charge of W. I. Fraser, general agent for Nebraska, assisted by Phil Hawkins, regional sales manager. The force of instructors was added to on the last day of the school by the arrival of O. G. Wilson, agency manager at Omaha; R. H. Martin, agency manager at Ottumwa, and Wallace Darling, who holds a like position at Cedar Rapids. A banquet Thursday evening closed the meeting.

IN THE SOUTH AND SOUTHWEST

IMPORTANCE OF INVESTMENTS

George E. Lackey Points Out Great Importance of Life Insurance in Financing Business Operations

The total amount of money invested in Oklahoma by life insurance companies throughout the country was announced by George E. Lackey, general agent of the Massachusetts Mutual Life at Oklahoma City, and member of the board of trustees of the National Association of Life Underwriters, in an address before the Carter County Life Underwriters Association at Ardmore, Okla. The Carter county association observed insurance week with a splendid program qualified to acquaint the public with the needs, plans and purposes of life insurance. As part of the program several speakers were invited from Oklahoma City to address all local civic clubs, the American Legion, the high school students and a gathering of business men.

Mr. Lackey spoke at the evening banquet and his general topic was the part life insurance plays in community building. He called attention to the tremendous amount of money invested in the state by life insurance companies, enumerating them as follows: Loans on farm properties, \$64,227,999; other properties, \$17,625,591, making a total in mortgage loans of \$81,853,590; real estate, \$57,004; policy loans and premium notes, \$12,221,299; interstate railroad stocks and bonds on the mileage basis, \$23,635,383; intrastate railroad stocks and bonds, \$122,173; United States government bonds allocated in the state, \$14,754,337; state, city and municipal bonds, \$9,595,968; other interstate stocks and bonds, \$118,532; cash in banks, \$182,137, making a total of invested money, of \$142,592,579. The companies have a reserve fund on policies in the state of \$62,108,144, leaving an excess of \$80,484,425. The percent of reserves invested in Oklahoma is 229.6.

"The average citizen does not realize the important factor that life insurance companies are in building a community," the speaker continued, citing the fact

that life insurance money played a prominent part in the erection of all the new large buildings in Oklahoma City and other larger cities. "When I say life insurance money is behind practically all railroad expansion, I mean every railroad in your town. A new fast train is to be put on between Dallas and St. Louis, and the improvement in tracks to make this possible will involve \$1,000,000, of which life insurance companies will furnish a large portion. If the public could be given an understanding of the business and the service to the individual and to the community, people would drive up to a life insurance office as they do to the grocery or to an automobile service station, without regard to what the company will make on the deal, because they want the service."

LAPSATION CAUSES BIG LOSS

Commissioner R. L. Daniel Shows What Cost Will Be to Texas Insuring Public Through Terminations

AUSTIN, TEX., April 22.—Through the lapsing of insurance policies taken out in 1925, the Texas insuring public will lose in 1926 more than \$8,000,000, Commissioner R. L. Daniel has estimated. In 1925 the 15 Texas legal reserve companies wrote \$363,884,663 and the 96 foreign companies \$318,089,744, a total of \$681,974,407.

"From statements given by the various life insurance companies, it is a fair estimate that one-half of the new business written in 1925 will be allowed to lapse," Mr. Daniel said. "Estimating the new business, \$681,974,407, on a basis of \$25 per \$1,000, we find the premiums on new business were \$17,049,350.

Heavy Loss to Public

"If one-half of this is allowed to lapse, it means an absolute waste to the insuring public of \$8,524,675. This heavy lapsing arises because of a lack of appreciation by the public of protection afforded by life insurance or because of failure of the agents to impress upon the insured the importance of the con-

tract he sells, and his further failure to sell the prospect the type and amount of insurance he needs and can handle. We are glad to note that the legal reserve life insurance companies through schools of instruction are endeavoring to teach the agent the necessity of selling the insured the kind of policy and

protection he needs. Something further ought to be done to educate the public and prevent the enormous annual waste through lapsing of policies."

On the last day of 1925, the foreign companies had in force in Texas \$1,029,212,102 of insurance, and the home companies \$975,181,900.

PACIFIC COAST AND MOUNTAIN FIELD

WINSLOW RUSSELL HONORED

Vice-President of Phoenix Mutual Life Is Guest of Honor at Policyholders' Dinner Held in Los Angeles

Winslow Russell, vice-president of the Phoenix Mutual Life, accompanied by J. A. Whitmore, agency manager, spent several days in Los Angeles recently. A policyholders' dinner was held there which was attended by 100 of the company's prominent policyholders, including many bankers and leading business men in all lines. John M. Rugg, vice-president of the Citizens National Bank, presided, and after the dinner brief talks were made by Mr. Whitmore and Mr. Russell, and also by George W. Ayars, California supervisor, the speeches being devoted to the various phases of life insurance service in which the company's policyholders are interested. After the speaking two hours were devoted to the discussion of questions asked by the policyholders.

These policyholders' dinners, which are being held in all of the large cities of the Phoenix Mutual field, are not given at the expense of the company, but are paid for by the agents, who are given the privilege of inviting guests from their list of individual policyholders, the agent paying in each case for his own dinner and for his guests. The idea of holding such meetings originated in the Seattle agency with Jay E. Williams, manager, and the gatherings are proving highly successful in creating interest and appreciation of life insurance among the policyholders.

The life managers' club gave a special

luncheon at which Messrs. Russell and Whitmore were the guests of honor and principal speakers. Mr. Russell talked on "The Problems of Agency Building," and Mr. Whitmore's subject was "New Ideals in Life Underwriting."

Saturday forenoon was devoted to the holding of an agency meeting, followed by a luncheon at the City Club. On Sunday the home office visitors were given a 250-mile motor trip by George W. Ayars, agency supervisor for California. Their itinerary includes San Francisco, Portland, Seattle, Minneapolis and Chicago, providing for stops of several days in each of these cities.

Two States Separated

The Reliance Life has divided Oregon and Washington, establishing a branch office at Seattle, with Kenneth H. Gideon in charge as agency supervisor. Mr. Gideon has been an agent of the Reliance Life and has done excellent work.

Big Policy on Child Actor

Malcom Edward Madden, the child actor, well known on the screen as Jerry Madden and popularly referred to as the "Sheik of Hollywood," has been insured by the Great Republic Life for the limit of its coverage on the child's 20-year endowment plan. This future star has just finished the child role in "The Unknown Soldier," in which he is featured with Henry B. Walthall, Marguerite de la Motte, Ethel Wales and Charles Emmet Mack. It is said that he has appeared in plays with more internationally known celebrities than any other child actor of his age. His father, John A. Madden, is a well known life underwriter of Los Angeles.

IN THE ACCIDENT AND HEALTH FIELD

HAS EYE INSURANCE POLICY

Detroit Life Announces New Coverage for Any Impairment of Sight and Medical Treatment

The Detroit Life has announced a new eye insurance policy which guarantees \$10,000 for loss of sight of both eyes, \$2,000 for loss of sight of one eye, \$1,000 for medical treatment to prevent blindness on both eyes, and \$500 for medical treatment to prevent blindness on one eye. The cost of a five-year policy is \$10. The Detroit Life points out that there are over 200,000 eye accidents each year in industry alone, an injury to an eye every three minutes, night and day, 365 days a year.

Minnesota Accident Deaths

ST. PAUL, April 20—Accidents took a toll of 1,643 lives in Minnesota in 1925, the state board of health reports. Automobiles topped the list with 359 deaths, which was two less than in 1924. Accidental falls stood second with 343. The greatest increase was in drownings, which claimed 172 lives against 151 the previous year. Comparative figures on other important classes follow:

	1924	1925
Conflagration	41	53
Traumatism by firearms	51	56
Traumatism in mines, quarters	68	29
Railroad accidents and injuries	119	120
Street car accidents and injuries	13	17
Other accidents	807	837
	1,611	1,643

WILL INCREASE ITS RATES

Reliance Life Finds It Must Charge More for Its Accident and Health Insurance

The Reliance Life of Pittsburgh has increased its accident rate 10 percent and its health rate 15 percent. The company has not made any previous increase in rates, they having been very low. The Reliance Life, however, pays the regular life insurance commissions on its accident and health renewals and therefore can afford to write at lower rates than the ordinary companies. The Reliance Life writes accident and health insurance only in connection with life insurance. While its accident claim ratio has not been so abnormal, the health loss ratio has been increasing especially in view of the influenza and gripe epidemics that

Cheaper than Government Insurance

The New \$5,000 Special

Issued by

THE COLUMBUS MUTUAL LIFE INSURANCE COMPANY

A World Beater

Has recently been put on the market. A new policy on which the rates are made very low as a special inducement to men desiring to purchase insurance in good sized amounts for protection primarily.

The policy is on the good, old Ordinary Life form.

It participates in the UNUSUAL DIVIDEND EARNINGS of the Company. It contains every modern feature and practically no restrictions. OUR AGENTS ARE GETTING BUSINESS where they could not get a "look in" formerly.

SPECIMEN RATES—\$10,000 Insurance

Age	20	30	40
Premium	\$144.20	\$183.90	\$251.50
Dividend first year	28.30	31.70	34.30
First year cost	115.90	152.20	217.20

Up to age 41, with dividends accumulated, the cash available at the end of 20 years more than equals the premiums paid.

All our policies have been improved and liberalized. A new dividend schedule still further reduces the cost of our insurance. Liberal Child's Endowments make it possible to insure from age one week up.

The Golden Rule Agent's Contract is known the country over.

Uniform Contracts — Vested Renewals — Automatic Promotion

Our Proposition Is Full of Interesting Features

The Columbus Mutual Life Insurance Company

580 E. Broad Street

Columbus, Ohio

C. W. Brandon, President

D. E. Ball, Vice-President and Sec'y.

We have opportunities for Agents in Arkansas, Illinois and Iowa

International Life & Trust Company

Home Office: MOLINE, ILLINOIS

THE SECURITY LIFE INSURANCE CO. OF AMERICA

O. W. JOHNSON, PRESIDENT

WITH

Insurance in Force.....Over Fifty Million
Assets.....Over Six Million

AND THAT HAS

Paid Policyholders since organization.....Five Million

WANTS—General Agents and Managers in 17 states
Contract—Commissions or commissions and expense allowance

Address S. W. GOSS, Vice-President, The Rookery, Chicago, Ill.

rage almost every winter. The Reliance Life agents usually write a full protection policy including life, accident and health. They appeal to a man largely on the amount of premium which includes temporary and total disability as well as life insurance.

National L. & A. Promotions

F. C. Gibson, superintendent for the National Life & Accident in the Baton Rouge district, has been promoted to manager of the Grenada district. L. C. Kent of Toledo, J. H. Davis of Hopkinsville and E. C. Dunlap of Atlanta No. 1 have been promoted to superintendents in their respective districts, as have H. Poe, Frankfort, O. C. Hafey, Chicago, H. L. Davis of Huntington, and R. J. Gebhart of Baton Rouge.

Hiram Evans has been promoted as manager of the Fort Smith district of the National Life & Accident. E. A. Carrier of Bristol, Tenn.; F. F. Bopcher of Austin, Tenn.; C. H. Robinson of Huntington; J. G. Griggs of Baton Rouge; S. W. McGee, formerly an agent of Florence, Ala., and J. H. Burnette of Mobile, have been promoted to superintendencies in their districts.

Attacks Mail Order Companies

Will Moore, state insurance commissioner of Oregon, issued a warning to Oregon residents last week not to take out accident policies with a Kansas life company that has been circulating the state in an effort to write policies. Mr. Moore pointed out that one of the primary causes for mail order insurance business was to escape the restrictions placed on licensed companies. He also called attention to the fact that in case of a contested claim, one must sue in the courts of the state in which the company transacts business.

Life & Casualty Reports Gains

NASHVILLE, TENN., April 20.—Improvement in general insurance conditions is reflected in business of the Life & Casualty, which has compiled statistics for the first quarter of the present year, and compared them with the first quarter of last year. The improvement in net increase for the first quarter of this year was almost 500 percent. The life debit made just three times as much as the health and accident. The improvement in percent of collections for the first quarter of this year as compared to last year is almost 1 percent.

Florida led the company in combined industrial net increase. Alabama was a close second, Mississippi third. These three states made three-fourths of the company's increase for the first quarter this year. Mississippi led in health and accident net increase. Mississippi also made the best showing in industrial life death claims to premium income, except Washington, D. C., which has always had the best death ratio of any section of the company's territory. Tennessee, following its custom, led all other states in percent of collections for the first quarter.

Agent Sues American Bankers

Claiming that as general agent for the Cloverleaf Life & Casualty in middle Tennessee before the company was merged with the American Bankers, he has built up a good business and should be permitted to operate under his original contract, H. E. Lyons has filed suit in the chancery court at Nashville for an injunction to prevent the American Bankers and W. T. Dean, its agent, from interfering with his alleged rights.

Mr. Lyons stated in his petition to the court that in 1921 he was given authority by the Cloverleaf to act as general manager for all its business in middle Tennessee, and that since the merger of the two companies, Mr. Dean has come to the section and "is endeavoring to take over the whole proposition."

Ruling on Accidental Death

The Oklahoma supreme court has decided two cases against the Lincoln Health & Accident of Oklahoma City to the effect that an injury is accidental even though inflicted intentionally by another person, when it is done without the connivance or previous knowledge of the person injured. One of the policyholders, a Negro, was shot as the result of an argument with another Negro over the former's alleged attentions to the latter's wife. In the other case, the policyholder, a Negro, went to work in a town that permits no Negro inhabitants. He received several warnings to leave but ignored them all and was finally

killed by several men. The company denied liability under a clause in the policy excepting numerous causes of death, but the court ruled that the company was liable in both cases, declaring that the clause was ambiguous.

Set a Fine Record

Last February Gilbert L. Carver, agent of the Travelers at Kearney, Neb., stood 42nd among the producers of the Travelers in accident business throughout the entire country. The following week he climbed in 34th, then to 25th, 16th, 9th and about the middle of March received a telegram from the home office that he stood 7th. He put a half page ad in the local daily paper announcing that he was going to try for first place. The last four

days of the month he wrote 82 policies, selling and writing everyone himself. This placed him in second place for number of risks and fifteenth for volume of premium. Kearney is a city of about 10,000 people.

Chicago Claim Association

The Chicago Claim Association held its April meeting last week. The principal address was delivered by Dr. Edward Cummiskey of the Zurich General Accident on "Some Insurance Aspects on the Relation of Disease to Trauma." Dr. Cummiskey's address was very interesting and indicated a thorough knowledge of his subject. The next meeting of the association will be held May 12 at the Hamilton Club.

NEWS OF LOCAL ASSOCIATIONS

TEXAS ASSOCIATION MEETING

First Gathering of Life Underwriters Is Expected to Bring Out Over 400 Men

The first meeting of the Texas Association of Life Underwriters will be held in Fort Worth, April 24. This association was organized last December at Dallas and it promises a very excellent program for the meeting. James Elton Bragg, vice-president of the Manhattan Life, will be the main speaker. Others will be R. L. Daniel, commissioner of insurance of Texas; Carroll C. Day of Oklahoma City, president of the Oklahoma association; Orville Thorp, general agent of the Kansas City Life at Dallas; Don L. Sterling, Dallas, vice-president of the National association; Parke Houston, El Paso, Guy MacLaughlin of Houston, Franklin Life; Elmer S. Albritton, Dallas, Jefferson Standard Life; H. G. Hewitt, Houston, Northwestern National; Russell Law, Oklahoma City, and "Tex" Bayless of Houston.

Ottawa, Ont.—The Ottawa association, at its meeting last week, listened to an eloquent address by Frank Robinson of Toronto, on the ethical principles involved in the writing of insurance. Between 30 and 40 new members were received and this was heartily endorsed by those present.

President Quilty announced that arrangements had been completed for the holding of examinations for the Chartered Life Underwriter degree May 21.

At the meeting May 3 Leighton Foster, superintendent of insurance for Ontario, will speak. Mr. Quilty also stated that a sales congress would be held in Ottawa June 6-8 and that the congress would be attended by Dr. C. J. Rockwell.

Charleston, W. Va.—Capt. W. A. White, deputy insurance commissioner, speaking before the Charleston association, gave the figures on life insurance in West Virginia. The record now stands: Number of legal reserve companies, 93; assessment, 2. Number of policies outstanding—ordinary, 35,124; group, 21; industrial, 165,567. Business written—ordinary life, \$97,735,408; group, \$11,868,080; industrial, \$34,922,882. Insurance in force—ordinary, \$520,482,017; group, \$20,513,940; industrial, \$86,085,284.

Kansas City, Mo.—The Greater Kansas City association heard another of Charles J. Rockwell's inspiring addresses at the meeting April 19. Dr. Rockwell developed the idea of the home, instilling the thought that the responsibilities of the head of the home are barren and arduous burdens, including the responsibility of life insurance, unless the sentiment of home is incorporated in the message of the salesman. The presence of many wives of underwriters induced the speaker to extend his topic to the field of the interest of the wives in their husbands' efforts. He urged that underwriters should secure from their wives the wife's angle on the approach to prospects; that the wives help also in discovering prospects, and that they stimulate the husbands with practical suggestions, rather than nag them with evening queries on the production of the day.

Succeeding J. E. Lockwood, resigned, Harley B. Dalley, general agent of the Connecticut Mutual Life at Kansas City,

was elected secretary. The executive committee of the association tendered a farewell luncheon to Mr. Lockwood April 16, when short talks were made appreciative of Mr. Lockwood's service and influence in the business in his short residence here and expressing earnest wishes for success in his new field in Boston, with the Guardian Life. Earl R. Mercer, president of the association, presided as toastmaster and presented to Mr. Lockwood a gift on behalf of the association.

Lansing, Mich.—Qualifications of a successful life insurance agent were told the Lansing association at its meeting last week by John W. Yates, president of the Detroit association. The prospective life agent must make up his mind to give his full time to the work, said the speaker, and must add ambition, information and action to his stock in trade.

Decatur, Ill.—Forty members of the Decatur association attended the monthly

dinner last week at which C. R. Golley was elected to the board of directors and C. V. Shepherd was named secretary to fill vacancies. Joseph Jones, vice-president of the Franklin Life, and A. E. Ellis of the Franklin were speakers. A. E. Littig, director of sales and organization of the Register Life, has been announced as speaker at the May 3 meeting.

Akron, O.—The April meeting of the Akron association was a joint one between trust officials of Akron banks and Akron underwriters. It was the first concerted action toward the education of these two groups as to the desirability, merit and workings of the life insurance trust, which is to be followed up by more intensive cooperation in the selling of insurance estates to the people of Akron. The two principal speakers were Edward A. Woods, general agent of the Equitable Life of New York at Pittsburgh, and Alexander C. Robinson, president of the Peoples Savings & Trust Company at Pittsburgh. Mr. Woods illustrated his address with slides, graphically showing statistics bearing on the question of estate conservation.

Madison, Wis.—Visualization of the prospect in his entire situation, charting his program, and getting a complete history of him and what he needs in life insurance make for increased sales in life insurance according to Gifford Vermillion, manager of the Mutual Life of New York at Milwaukee, who brought this out in an address to the Madison association. To sell life insurance now, he said, the desire for it must be created in the mind of the prospect and his interest must be held. This is done by presenting the complete picture of the prospect to himself and when he has this picture 90 percent of the sale is made by the client himself. Mr. Vermillion stressed the value of a good approach, and cited examples of what he considered good approaches which resulted in sales being made.

WITH INDUSTRIAL MEN

MILLER KANSAS CITY HOST

Second Vice-president of Metropolitan Life Addresses Local Staffs and Representatives of Other Districts

H. J. Miller, second vice-president of the Metropolitan Life, was host and principal speaker at a dinner Monday evening at Kansas City to about 300 representatives of the company, including the staffs of the Greater Kansas City districts and representatives from various Kansas, Oklahoma, Missouri and Nebraska districts. Mr. Miller is accompanied on his tour by D. Ross Metzger, superintendent of agencies of southwestern territory, and H. S. Todd, agency supervisor for the same territory. All are from New York. Miss Tennant, supervisor of the nursing division of the company, who was in Kansas City on her own separate itinerary, was also present at the dinner. Among the guests outside the company were officials of the Commerce Trust Company and leading attorneys and business men.

Mr. Miller and his associates were guests of the Kansas City Life Underwriters Association at its April meeting. He made a very brief talk, in which he declared that any underwriter who really expected to be permanently in this business must give attention to the ethics of it. Such an one, he said, must not only maintain high standards of his own, but must do his part towards raising the standards generally, and this through association activities. He said that he had written thousands of letters urging Metropolitan representatives to join local associations, by which affiliation they could advocate and promote the proper principles that these associations stood for. If one is in this business, he said, one expected it to be an honest one; and the way to assure it developing year by year into the right kind of business was to affiliate with others, work with them, get acquainted with the other fellow, trust him and expect to be trusted.

Western & Southern News

Sixteen years ago the directors of the Western & Southern Life elected W. J. Williams president, and it was to commemorate this event that every agent was asked to unite in the greatest field

demonstration that the company has ever attempted. It was called President's Week, and resulted in a total writing of \$7,800,000. Every man who qualified with \$6,000 for the week received an appropriate acknowledgement in the form of a handsome framed certificate of appreciation signed by the president.

The leading assistant superintendent in ordinary net issue for 1926 is O. L. Hissam, Akron. The leading agency in ordinary net issue is A. Guba, Gary. The leading ordinary district is Ashtabula under Superintendent B. P. Diffily. The industrial leader is Pontiac under Superintendent V. B. Riggs. Assistant Superintendent E. Lee, Granite City, leads in low arrears for the first quarter. Agent L. E. Ban, Toledo north, leads the agents in this respect.

Public Savings Changes

Recent changes in the field by the Public Savings are: Agent C. D. McManama is promoted to superintendent at Kokomo, Ind. Manager A. F. Runyan, Dayton East, appointed home office inspector. Manager R. Carson, Springfield, O., is transferred to Dayton East. Superintendent J. W. Southard, Washington C. H., O., is promoted to manager at Springfield, O. Superintendent W. B. Woodmansee of Springfield is transferred to Washington C. H., O. Agent W. A. Stuthard is promoted to superintendent at Springfield, O. Agent W. W. Lehnhard is promoted to superintendent at Lima, O.

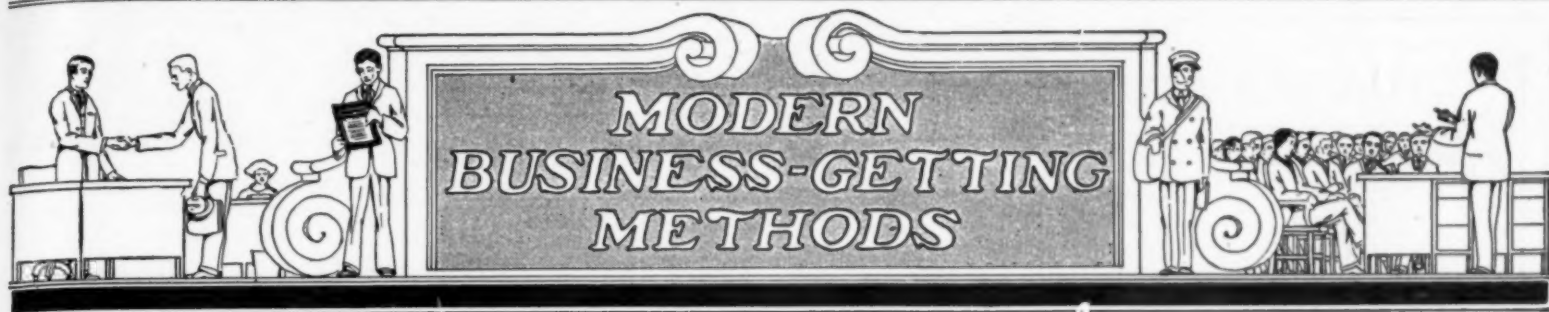
Public Savings Conference

More than 50 managers of the Public Savings were in Indianapolis attending the semi-annual conference of company executives and field managers. The meeting which was held for one day was given over entirely to a discussion of company problems.

Prudential Veteran Stricken

Theodore Deming, for many years connected with the Prudential, a considerable part of which time he was superintendent of the Indianapolis office, from which he retired ten years ago, died following a stroke of apoplexy on a train last week near Pittsburgh. He was going east to attend a Prudential meeting in New York. He was highly respected by the company and had been

(CONTINUED ON PAGE 28)



John A. Stevenson Gives Valuable Pointers on Overcoming Obstacles in Selling Insurance for Definite Purposes

JOHN A. STEVENSON, second vice-president of the Equitable Life of New York, gave one of the outstanding addresses at the sales congress of the Chicago Association of Life Underwriters last week. He said that the keynote of professional underwriting is rendering a service to clients in finding out their specific needs and arranging specific life insurance to meet these needs. Wherever there is a need, there is a want, and it is the duty of the agent to make this need felt. This means individualizing the need to the extent that, if the prospect does refuse to buy, he is left with a feeling that he has denied his boy an education, has denied his wife and family support after his death, or has denied a policy that would pay the mortgage on their home in case of his death, and not that he has successfully refused another insurance agent. The purpose of his life insurance must be burned into his consciousness.

Program Insurance Idea Carried to Ridiculous Extremes

Program life insurance, said Mr. Stevenson, is merely supplying life insurance for specific purposes and in as large amounts as the budget will allow. The program idea is often carried to ridiculous extremes when the agent gets certain facts and then goes home to make a long analysis. It is more important to cover the critical need at once and afterwards go into the case more thoroughly. The man who actually delivers policies is the one who renders the greatest service, rather than the man who works out beautifully typewritten analyses and fails to sell any insurance. It is proper to discuss the program idea if occasion arises, but it is more important to sell and deliver the first policies, later making them a portion of the total program. The core of the program is adapting life insurance to specific purposes. The average man is not interested in insurance but he is interested in what it will do for him. Life insurance is a legal guarantee of service.

Mr. Stevenson said that the approach is the most difficult part of the sale. He believes that a memorized approach is all right if the occasion is right, but the prospect doesn't always do the predictable thing. It is important to find something in common with a prospect if it is at all possible. It is better to talk the prospect's own language and to meet him on a ground where he feels familiar.

Adopt the "You" Attitude to Gain Prospect's Interest

Adopting the "you" attitude is essential. It is always wise to ask questions to draw the prospect into the conversation. It flatters him into believing that he is doing his own thinking. As Mr. Stevenson said, the question mark is a hook to pull the prospect in. If his replies are listened to with interest, he is led to believe that this is an extremely intelligent agent who knows where to come for information. It does not pay to give the prospect the impression that

the agent is too intelligent. Most people are afraid of sharpness and prefer to make their own contributions. If the agent gives the impression that he knows it all, the prospect is afraid to say anything for fear he will make a mistake. It is especially advantageous, when possible, for the agent to use newspaper clippings in which the prospect is mentioned. This inevitably gets his interest. He feels that the agent reads worthwhile things and knows about worthwhile people.

Getting the Prospect to Talk Helps the Sale

It is all important to get the prospect to talk. After he begins to talk easily, he can usually be sold. The hardest prospect to sell is the one who will not talk. As soon as a man begins to talk he is showing some interest and sooner or later he will say something that will give the agent his opening. If he begins to talk about his son, he will in all probability become rather expansive, telling all that he hopes to do in the way of educating his son and starting him in business, if he lives. That is the agent's opportunity to bring life insurance into the conversation.

Have a Definite Purpose When Calling on Prospect

The agent must avoid the appearance of dropping in casually. He must give the prospect the impression that he came with a definite purpose. It is more flattering for the prospect to feel that the agent came with a very definite idea of what he was going to do, and came especially to see this one prospect. An agency manager stood at the door one morning as the men were going out, and as each one went out, asked just one question, "Right or left?" Very few of them had decided. They were starting out on their day's work without knowing which way they were going to turn when they got out of the building.

Must Sometimes Dramatize to Emphasize an Idea

It is sometimes necessary to dramatize in order to convey the idea. Frequently when the agent broaches the subject of income insurance, the man will say that his wife is a good business woman. It is extremely unwise to contradict this, as argument has no place in the sale. The agent may, however, suggest deftly that probably he means his wife is a thrifty woman and can make her money go a long way.

Staged a Private Play to Teach Prospect Lesson

Mr. Stevenson told of the little play one agent staged in such a case. The agent went with the prospect to his own home, and had the prospect sit in his chair in a corner. He then began talking to the man's wife as though the man himself were dead. He asked her just what provision her husband had made for her and she said that he had left a large amount of life insurance.

He then began questioning her as to what she would do with it. She said that she was going to invest a part of it in her younger brother's business, which he expected to be very successful. She was also going to ask the advice of her father, a retired clergyman. After a few more remarks from this "good business woman," on what she was going to do with her money, the "dead man" came to life very emphatically and signed a contract for monthly income insurance.

Monthly Income Insurance Leads to Larger Policies

Mr. Stevenson said that monthly income insurance is more profitable to the agent, as an examination of policies in

and then to proceed to answer. In almost every case an objection can be used in this way.

Close Is Difficult Because Most Agents Fear It

The close of a sale, Mr. Stevenson said, is one of the most difficult steps and yet it is very easy to learn. It is difficult because most people are afraid of it. The agent must watch his prospect carefully during the canvass, and when he shows any interest at all, take that as a signal for the close. Many an agent has talked himself out of a sale. As soon as the prospect asks a question that shows real interest, it is time to try to close. The best method is to use an alternative suggestion on a minor point, the decision on which, however, implies his assent to the main proposition. It is easy to get his decision on the disability clause, on what time would be most convenient for him to have a medical examination, or some other minor point.

Florida Agent's Unique Scheme Was Successful

As an example of meeting the prospect on his own ground and talking his own language, Mr. Stevenson told about a Florida agent who found it impossible to talk to men in their offices. Most of them were out on the street all the time. The agent had noticed, however, that the real estate salesmen always carried their blue prints around with them, and that these blue prints attracted great attention. People were in the habit of stopping the man with the blue print to look into his latest subdivision. This life insurance agent adopted the idea, and had a very attractive blue print drawn up of a subdivision so laid out that it would have won the envy of any real estate promoter. Some of the winding avenues were named Contentment avenue, Independence avenue, Protection avenue, etc. The ingenious scheme attracted considerable attention. This life insurance agent sold lots in his subdivision, checking them off as he sold policies. He told his prospects about selling one man an option on a very attractive lot. The option was temporary term insurance running until the man could take out a more permanent form. The ingenious scheme sold a large volume of life insurance for this agent, merely as a result of talking the language of his prospect.

Selling the Farmer

CHARLES F. ADAMS, agency organizer for the New York Life at Des Moines, gets out among the farmers and relates some interesting experiences. He says the time to talk insurance to the farmer is purely psychological. He never encroaches on the farmer's time but he says he is surprised to note the willingness of the average farmer to have presented to him life insurance logic. Mr. Adams gives a case in point:

"I approached a farmer who owns 360 acres of land. I had previously obtained information as to his financial condition. He had a mortgage on his farm. He was in the hay field when I approached him and I apologized for calling upon him when he was so busy. I told him that I had a personal interest in his



JOHN A. STEVENSON
Vice-President Equitable of New York

the Equitable showed that those on a monthly basis run on an average three times larger than those on a lump sum basis. It is more profitable to talk in terms of income. A good plan is to ask the prospect who says that he has enough insurance to write out the amount of his insurance, then strike out the last three figures. The figures left are what his family will have to live on per week. This usually makes the prospect do some deep thinking.

Objections Help Rather Than Hinder the Sale

Mr. Stevenson looks upon objections not as obstacles but as real helps to the sale. The successful answer to an objection gets the agent farther than a great deal of straight canvassing because it shows that the prospect is interested and it shows the prospect that the agent knows what he is talking about. In answering objections, however, it is essential that the agent avoid contradicting the prospect. He must agree and then diplomatically show the other side. One way to take advantage of an objection is that used by the famous sales force of the National Cash Register Company. No matter what the objection is, these salesmen are taught to be ready to meet it, and when it is advanced, to say, "That is the very reason I came to see you," or "That is one of the reasons I came to see you,"

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welfare and somehow I was constrained to make an appeal to him to make provision for any emergency that might overtake him. This man was a pillar in the Dunkard church and very cautious, as may well be believed. I laid the matter before him briefly, and as he threw the last fork full of hay on the wagon I had a date with him for a physical examination and a short time afterwards his check for a \$10,000 policy.

"The more I studied that man's case the more interested I became in his welfare, so I drew up another policy for \$15,000 and one day when he was threshing and even more busy than when stacking hay I called upon him right at the threshing machine and at odd times, without becoming offensive, I had him convinced that he needed to supplement his previous insurance with \$15,000 more. Coming so soon upon the heels of the securing of the previous policy a medical examination was not necessary and as busy as he was I had his check in my hand for the additional amount with less effort than I had expended in securing the first installment. Here are two checks for the first year's payment on two policies totaling \$25,000, \$1,601."

Mr. Adams says that sometimes he interviews the farmer briefly before he begins his day's work in the morning; sometimes he calls upon him at the noon hour and sometimes at evening after the day's work is over. Mr. Adams says that his own feelings govern his attitude rather than taking into consideration the frame of mind in which he may find the farmer. That is why he says it is a matter of psychology.

NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc., Supplementing the "Unique Manual Digest," published annually in May at \$3.50 and the "Little Gem" published annually in April at \$2.00.

COLUMBUS MUTUAL DIVIDENDS

Schedule for 1926, Commencing in April,
Shows a Liberal Increase Over
the Old Scale

The Columbus Mutual Life has announced its dividend schedule for 1926, taking effect in April. The new scale shows a very liberal increase over the 1925 schedule. Illustrative dividends on endowment at age 85, 20-payment life and 20-year endowment policies at ages 25, 35, 45 and 55 are as follows:

Endowment Age 85				
	Age 25	Age 35	Age 45	Age 55
Prem.	\$20.70	\$27.00	\$38.10	\$59.03
1st	5.16	6.62	7.86	10.16
2nd	5.28	6.73	7.98	10.50
3rd	5.40	6.84	8.11	10.84
4th	5.53	6.96	8.24	11.17
5th	5.66	7.09	8.39	11.50
10th	6.39	7.51	9.15	13.98
15th	6.99	8.05	10.35	16.74
20th	7.37	8.71	12.32	19.33

20 Payment Life				
	Age 25	Age 35	Age 45	Age 55
Prem.	\$29.17	\$35.50	\$45.58	\$63.92
1st	5.70	7.18	8.35	10.46
2nd	5.90	7.37	8.55	10.85
3rd	6.11	7.57	8.76	11.25
4th	6.32	7.78	8.99	11.64
5th	6.56	8.01	9.23	12.03
10th	7.82	9.00	10.57	14.86
15th	9.08	10.34	12.58	17.97
20th	10.43	12.17	15.52	20.87

20 Year Endowment				
	Age 25	Age 35	Age 45	Age 55
Prem.	\$48.28	\$50.12	\$54.79	\$67.66
1st	6.96	8.12	8.96	10.73
2nd	7.36	8.45	9.25	11.17
3rd	7.76	8.79	9.56	11.62
4th	8.18	9.16	9.89	12.06
5th	8.62	9.54	10.25	12.51
10th	11.07	11.55	12.32	15.63
15th	13.84	14.26	15.32	19.07
20th	17.27	17.99	19.35	22.13

Federal Union Life

The Federal Union Life of Cincinnati has decided to issue a preferred whole life policy to select risks where no occupational hazard is involved. No policies will be issued for less than \$5,000. The first year premium must be on the annual basis. The age limits are 20 to 55 inclusive and male risks only will be written. No form of disability is in-

cluded in the regular rates. Its new total and permanent disability provision without reduction of face of policy or double indemnity may be included by the payment of the extra premium.

WITH INDUSTRIAL MEN

(CONTINUED FROM PAGE 26)

accorded many honors. He was 76 years old. W. Scott Deming, vice-president of the Public Savings of Indianapolis, is a son. The funeral was held in Indianapolis Saturday.

New National L. & A. Record

All records of "big time men" in the National Life & Accident were shattered in the last two weeks by N. A. Graham of Mobile, Ala. In the week beginning April 5 he headed the list with an increase of \$56.35. "A world's record," is the way that the Life & Accident Company describes the feat.

Mr. Graham also heads the list among big record makers in casualty for the year to date with \$370.80 increase.

To Open Lancaster Office

The John Hancock Mutual will open an industrial office in Lancaster, Pa. William J. Bradshaw, assistant superintendent in the Norristown detached district of the Germantown, Pa., agency has been made superintendent.

CHICAGOANS' CONGRESS MAGNIFICENT SUCCESS

(CONTINUED FROM PAGE 2)

recognize the insurance adjuster. The companies and agents should deal directly with their policyholders instead of through the adjuster, who is usually out for his own profit and not for the interest of the policyholder. His second point was closely allied to the first. He recommended that all companies should agree to refuse any application for insurance that is due directly or indirectly to the influence of the adjuster. In other words, a company should eliminate the adjuster entirely from the field.

Eliminate Part Time Agent

Mr. Miller advocated the complete elimination of the part time or single case agent. The part time agent cannot be a worthy counsellor, and if underwriting is to be placed on a professional basis, he must be eliminated. Furthermore, he believes that the company should agree that no commissions are to be shared with any outsider except by the written consent of the home office.

Mr. Miller believes that all companies should insert in their applications a question asking whether or not the insurance applied for is intended to replace any insurance in any other company. He said that the companies should agree that no company will issue insurance replacing policies in any other company without first writing that other company and giving it a chance to hold its own business. There should also be in the application a question asking whether the application was the result of the agent's personal canvass. This is also to do away with the independent adjuster and to help place insurance underwriting on a professional basis.

Eliminate All Twisting

His final point was that the companies should agree to cease considering term insurance a legitimate prey of all agents. He said that term insurance should be regarded just as highly as any other type insofar as twisting is concerned. If there is to be agreements that there shall be no twisting, this agreement must cover every type of insurance and not just certain policies.

NATIONAL REPUBLIC LIFE WILL GO ON NEW BASIS

(CONTINUED FROM PAGE 1)

partment will have complete supervision. Ultimately, President McConkey states that stock companies will be organized, one for fire and tornado, one for casualty and one for life. The United

Lloyds was organized Jan. 3, 1921. It now has eight underwriting groups, each group having a guarantee fund of \$100,000. New offices will be secured in the McCormick building.

APRIL PRODUCTION IS DOWN

Unfavorable Weather Conditions Have
Caused Serious Drop in Business
in Both City and Country

Life insurance production seems to be taking a sharp drop in April. This is laid to the unseasonable cold weather. Spring trade has been delayed and possibly injured past recovery. Farmers have been unable to get their crops in on time. Thus in both city and country the public is not in a buying mood.

Notwithstanding the heavy gains that were recorded for the first three months of this year, which seems to show the business going at a rapid pace, April will show a decrease from last year for a great many companies, unless warm weather toward the end of the month should bring about a quick recovery. Up to about the 20th a large number of life companies were behind April of last year.

LEAVING ASSOCIATION WORK

J. A. McCamus, Secretary of the Canadian Body, Made Field Service
Director of North American

J. A. McCamus has resigned from his position of general secretary of the Life Underwriters Association of Canada, to become director of field service for the North American Life of Toronto.

The resignation does not take effect until May 15 and the North American Life has consented to permit Mr. McCamus to devote such time after that date to the affairs of the association as will be necessary, until his successor is appointed.

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4. *Knowing You Have a Lifetime Connection*—many have been with us 10—15—20 years. We're young and growing rapidly—promotions from the ranks.

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